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SPALDING'S

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How to Learn GOLF

by
P.A. Vaile



AMERICAN SPORTS PUBLISHING COMPANY

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P. A. VAILE

SPALDING'S PRIMER SERIES
No. 2P

HOW TO LEARN GOLF

BY
P. A. VAILE

AUTHOR OF
"The Soul of Golf," "Modern Golf,"
"Modern Lawn Tennis," "Great Lawn Tennis Players,"
"The Strokes and Science of Lawn Tennis,"
"How to Play Tennis," Etc.

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Introduction

This book is called a Golf Primer and it no doubt will be of service to those starting the game, but it must not be thought that its use is limited to the novice. There are countless thousands of golfers who are not doing themselves justice in their game, simply because they are following out many of the foolish notions which afflict golf and golfers to an extent not seen in any other sport.

Much of the tuition in this book was regarded as absolutely revolutionary when Mr. Vaile published "Modern Golf," in London, in 1909. It has since been proved to be sound in every respect and the publishers believe that the great army of players who still follow such notions as putting the weight on the right leg at the top of the swing, allowing the left hand and arm to take command of the stroke and making a "sweep" of the golf drive instead of a hit, will probably benefit their game considerably by a careful study of these pages and a critical comparison of them with the teaching laid down in other books on this subject.

The American is keen and intellectual in his games and so he succeeds. In England there is a foolish idea that knowing a game thoroughly means enjoying it less. This has cost England her supremacy in sport. Mr. Vaile saw it coming in golf long ago. He had foretold England's downfall in tennis on account of her defective methods. It duly came, although they were "on top of the world" when he prophesied it, and—at the time—most players

thought otherwise. In "Modern Golf" Mr. Vaile said: "We must not have the same condition of things in golf. I see it coming—from America—as clearly as I did in lawn tennis, unless players, particularly amateurs, *learn* all they can about the game."

It was the American amateur who put American golf "way up" in the world. It is the American amateur who will keep it there unless England pays more attention to the science of the game.

In the case of lawn tennis it was the Australasians who, Mr. Vaile said, would defeat England. They afterwards held the Davis Cup for five years. The fact is, that in all games we *must* use our brains if we want to move with the times, and it does not mean enjoying the game less.

There can be no doubt that Mr. Vaile's work has revolutionized thought in connection with golf, and this is the first attempt that has been made to give golfers in a cheap and concise form the benefit of his lucid and scientific instruction.

The very instructive series of photographs which illustrate this book are of John D. Dunn, the well known golf teacher of New York, who has for years taught his pupils on the lines laid down by Mr. Vaile.

The photographs were taken by Brown Bros., of New York City.

Putting

It is usual in teaching golf to start with the driver. Obviously this is wrong. Many professionals know it is wrong, but the insistent cry of the beginner is "Teach me the swing."

This frequently results in his acquiring the swing and nothing else.

In all good tuition the pupil is taken by easy stages from the simplest to the most difficult work. We shall, therefore, without further argument, put the ball down on the putting-green six inches from the hole, give our pupil a putter, and, as he progresses in his education, "back" him through his clubs to the tee—on a practice hole, of course—instead of turning him loose on the tee to cut the county into strips and to obstruct people who are willing and able to play the game.

I did not learn golf that way. Very few people ever did, but it is the proper way. Many of the best players were formerly caddies who acquired their familiarity with, and confidence in, the golf ball by chipping it about while waiting to go out.

Putting is almost half of the game of golf. Indeed it would hardly be going too far to say that it *is* half the game. A familiar illustration is to say that 72 is a good score for practically any eighteen-hole course. Allowing a man two on every green, he takes 36 puts, leaving exactly half the strokes of the round distributed among all the

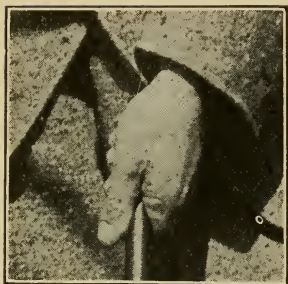


PLATE 1.—Left hand grip.

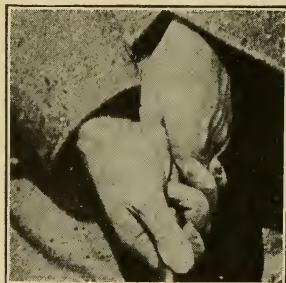


PLATE 2.—Overlapping grip.



PLATE 3.—Front view of overlapping grip.

other clubs. This should impress on the golfer the extreme importance of getting right to the heart of his work on the green.

The first thing we have to teach is the grip. The overlapping grip, or the Vardon grip, as it is often called, because Harry Vardon was the first of the great professionals to use it, is that which is most favoured. This is probably the best grip, not only for putting, but for playing the game of golf generally.

Plate 1 shows the left-hand grip on the club. Plate 2 shows the grip of both hands, the little finger of the right hand overlapping the first finger of the left. It will be seen that the left thumb is quite covered up and hidden by the right hand. The third plate shows very plainly, from a front view, how the modern grip tends to bring the wrists together and so produces greater harmony of action in the swing.

There is at the present time no better grip in golf than this, although some quite famous players still use the old two-handed grip without any overlapping. These players had, however, almost without exception, formed their game before the introduction of the overlapping grip. Golfers are an extremely conservative class and they change their habits very slowly, but it is quite probable that within a few years a change in the hold of the club will take place which will have the effect of promoting the right hand to its natural place on the club and causing the overlapping to be done by the left instead of, as now, by the right.

I must say something now about the choice of a putter, although it will be well to get some friend who knows the game, or your professional, to assist you in the choice of your clubs.

You must see to it that your putter is at least so deep in its face that it is impossible for you to deliver your blow beneath the centre of the ball. There are many putters on the market which do not satisfy this condition. The consequence is that a much greater chance of error is introduced into the player's game by reason of the fact that the narrow face allows room for much greater play up and down on the ball.

A plain metal putter, such as that shown in the plates, is the best for all general purposes. I am opposed to all broad-soled putters, as they give a greater chance of soling accidentally, and I unhesitatingly condemn all fancy putters having the weight mainly at the sole of the club.

Through the green we want much of the weight low, for we want to raise the ball. On the green we want to



PLATE 4.
Frontal address.

keep the ball down all the time. Therefore, we must move our weight up towards the centre of the club, if not above it, and have the face of our putter deep enough to rob us of any chance of making the fatal error of hitting underneath the centre of the ball.

Plate 4 shows how the player should address his ball. This is called the frontal address. It will be seen that the line to the hole and of the putter sole form a right angle. This is of the first importance. The player's eye should be right above the ball, and the ball, the hole and the eye should be in the same vertical plane, establishing what I somewhat arbitrarily call the "triangle of vision." The importance of this lies in the fact that one is working down the one line, or, to be more correct, in the same plane. If one uses a putter with an exaggerated lie—say, for the purpose of illustration, too upright—one's eye is away beyond the ball and the line from the ball to the eye is in an entirely different vertical plane from that wherein are the ball and the hole.

Plate 5 shows the position the player takes up after having taken his frontal address. The putter must be lifted carefully from in front of the ball and soled behind it as shown.

Plate 6 shows the swing-back for the put. It is very important to keep the head of the putter in the line of run to the hole produced, as shown in the illustration. Note also that the putter is still at a right angle to the line.

Plate 7 shows the finish of the put. The stroke has been



PLATE 5.
Stance and address in put.

played and the club has followed through down the line, still preserving the right angle. This is the whole secret of direction. The right angle must be preserved at the moment of impact.

Plate 8 is a side view of a swing-back for a short put. It shows the position of the ball, the distribution of weight and the wrist action very clearly. In putting, body and head should both be kept as still as possible until the stroke is played. The put is sometimes called a pure wrist stroke. It is not so. It should be played as much as possible with the wrists on the backward swing without in any way constraining oneself; but in the follow through the arms *must* go out after the club, otherwise the head of the club will swing across the line of run and interfere with the direction.

The action in the true put should be as nearly as may be, having regard to the different mechanical conditions, that of the pendulum of a clock. If our putter were upright, the pendulum action would be a perfect illustration, but as it lies over at an angle it can only be taken as a general illustration; nevertheless it is a good idea to keep in one's mind.

One must utterly ignore all advice to hit the ball in putting so as to produce spin of any kind, especially back-spin. For all ordinary purposes of practical golf, spin on a golf green may be regarded as not existing. The time will come when our student may go beyond this, but even then there will be very few occasions when a put has to be played where anything other than the perfectly plain ball is required.



PLATE 6.
Swing-back for putt.

Above everything, avoid tapping your ball. Endeavour to regulate the length of your put by the length of your swing-back. When once you have acquired this habit you will not have to depend on your muscular memory, as the man who taps has to do.

"Always be up" is a splendid motto in putting, for to use another very old and true saying, "Never up, never in." Therefore, in your approach put, that is to say, in all long puts, take a point beyond the hole and make up your mind to put across the hole. If you make the hole the stopping place in your mind you are almost sure to stop short of it in the vast majority of instances—as indeed one does in all strokes in golf. It will pay to be bold and to give the hole a chance in all long puts.

Putting over undulating greens cannot be acquired except by practice, but in playing on such greens or on sloping greens one great maxim should be kept in mind. As the bowler says, "Never be narrow"; in other words, always "borrow" enough of the green to ensure your ball having a chance to cross the hole instead of fading away before it reaches it.



PLATE 7.
Finish of put.

Playing a Stymie

We now come to a situation which is frequently encountered near the hole, namely, the stymie. This occurs when one ball is in a straight line with the other, between the latter and the hole, and so that the player of the obstructed ball has to play round or over the intervening ball in order to hole out. It is clearly shown in Plate 9.

The modern method of playing this stroke was introduced by me about 1905. The difference between it and the old stroke will be seen from the illustrations.

Here we see the player taking his line by frontal address and calculating the distance to the intervening ball.

Plate 10 shows that the frontal address has been completed and the club transferred to the rear of the ball. It is now swung back, barely clearing the ground, as shown by the white dotted line in Plate 11, until it gets to the position shown in that plate.

Plate 11 shows the extent of the swing-back. The club now returns smartly along the white dotted line, still parallel with the green, until it hits the ball as low down as it can get. The idea in one's mind should be rather to endeavour to "divide" the ball from the green, by going between it and the ball, than to hit the ball. This is important if one desires to obtain the full degree of delicacy and control:

Plate 12 shows us the stroke played and the club following through, still as low down to the green as possible.



PLATE 8.
Swing-back for short put.

The difference between this stroke and the ordinary stymie stroke is shown by the white dotted lines. The curved line represents the old mashie pitch; the straight line shows the new stroke. If there is *any* curve in the new stroke its usefulness is discounted. It is the only straight stroke in golf, and, properly played, is much more delicate and gives both a quicker rise and more back-spin than the old stroke.

George Duncan, the famous young English professional, was the first player to whom I showed the stroke. He abandoned the old stroke, as he maintains that this stroke has put it out of date; indeed, when being photographed for "Modern Golf," he said it was useless to show the old stroke.

The remarkable accuracy of this stroke is in a large measure due to the almost inexorable demand which it makes that the player must keep on the line both before and after impact.

This stymie is usually played with a mashie, but a mashie-niblick or a niblick is often a better club, on account of its sharp front edge and the greater loft, which allow one to get further under the ball.



PLATE 9.
Frontal address for stymie stroke.

Prevalent Misconceptions About Golf

As we have now earned the right to leave the putting green we must consider quite a number of things in connection with the game of golf that are commonly preached, which, if followed by the beginner, would retard the development of his game for years.

For instance, we are gravely informed in one book by a man who has won five open championships that putting is a gift, an inspiration, and that it cannot be taught. Two other golfers who have between them won eleven open championships confirm this stupid statement. Fortunately, five-times-champion Number One, who was, when he started the statement on its travels a very bad putter, became quite good, and in another book says truly that a bad putter may become a good putter and gives himself and his case in proof, but does not say how he effected the transformation, which was simply by abandoning tapping and back-spin and using the swing. The trouble, however, is that scores of thousands of bad putters believe this nonsense and resign themselves to their fate instead of realizing that putting is the simplest and easiest thing in golf to teach, and that one could make deadly putters of thousands of people who never could be golfers.

So easy and natural is the action of putting, that I have not worried the student with numerous directions about stance and other things. He can see. Let him look and take it in through his eyes after having learned the main general principles.



PLATE 10.
Stance and address for new stymie stroke.

The truth is that the sound teacher of modern golf must devote his attention to teaching the student what a great number of things it is expedient to *forget while one is making one's stroke*, instead of which the whole end and aim of every book published seems to be to bewilder and confuse utterly the unhappy player by the multifarious and erroneous directions given.

As it is with putting, so it is with the drive. Directly one comes to the most complex stroke in the game, a stroke which in the nature of its production is, if not unsound at least very difficult to execute perfectly, a stroke demanding the highest degree of mechanical accuracy, one is told the weirdest nonsense about it.

Let us consider now the question of the distribution of weight in the drive. Where is the main portion of the weight at the top of the swing?

This is a question of fundamental importance to the game. Sixteen open championships, with all the weight they carry, cry aloud, "On the right foot"—but it is not. It is mainly on the left foot and *never*, by any possible chance, in a perfectly executed drive, gets on to the right.

We must briefly examine this question. All the greatest golfers whose names have been attached to books state plainly that at the top of the swing the weight is mainly on the right. Some of them say it is entirely on the right.

But these same writers say that at the address the weight is evenly distributed and thereafter one must not sway at the hips or the head. Clearly, if one starts with



PLATE 11.
Swing-back in new stymie stroke.

one's weight equally distributed and has an invisible wall of rock against one's side which is remote from the hole, as one has who is precluded from moving at the right foot, hips and head, one cannot very well get one's weight or any considerable amount thereof, in excess of that which it carried at the start, on to the right.

One might think that this is so obvious that it is unnecessary to labour the question. I had to demonstrate it in London by the machine shown in Plate 12A. James Sherlock is there shown playing a drive, and he demonstrated beyond a shadow of doubt that the major portion of the weight at the top of the swing goes on to the left.

This machine was made for me at great trouble and expense, and in the West End Golf School, Piccadilly, London, I gave a demonstration to the press of the United Kingdom and golfers which must rank in the history of golf, for it conclusively proved the impossibility of the prevalent teaching of golf.

As will be seen from the photograph, the main portion of the weight goes forward. When once this is realized, half the danger of slicing is gone.

This photograph serves also to dispel another mischievous doctrine. It proves clearly that the weight rests mainly on the left foot. Nearly every book tells the student to pivot on the *side* of his left toe and to bend his *left knee* in *towards* his *right leg*. Both of these directions are very unsound. It will be seen that Sherlock has his weight distributed *right across* his foot from the ball of the big toe, and that his knee is bent *towards the ball* and not towards the other leg. These two things mean



PLATE 12.
Stymie played. Ball in air.

the difference between a sound base and the unsound one, that the player, who follows the prevalent teaching, has. Moreover, what Sherlock and, I may say, Harry Vardon do is the natural thing, and therefore likely to be the best, while the other is quite unnatural and will not bear analysis or practical trial in comparison with the method shown so well by the photograph.

Here again is an instance of teaching by elimination. If one has gathered this natural and comfortable thing to do from the actual illustration of its being done and has practised a little, one does not have to think of it at the time of playing. It comes naturally; whereas, the other never would, for the knee was not made to bend sideways.

After this question of the weight, perhaps the most harmful delusion is what I call the fetich of the left. This is a blind belief on the part of many golfers that the left hand and arm are more important in the golf swing than the right hand and arm. This is of course absolute nonsense, but one man who has won five open championships does not hesitate to state his belief in the superstition, although he does say that he himself does not follow it.

The fact is, that the right hand and arm are dominant in the golf swing, as they are in practically all two-handed strokes, but in the case of a golfer who knows what he is doing, the idea of domination never arises. It is the last thing that should be in anyone's mind. Any attempt whatever to apportion any specific amount of power to either hand is so stupid that it is amazing to find great players advocating it.

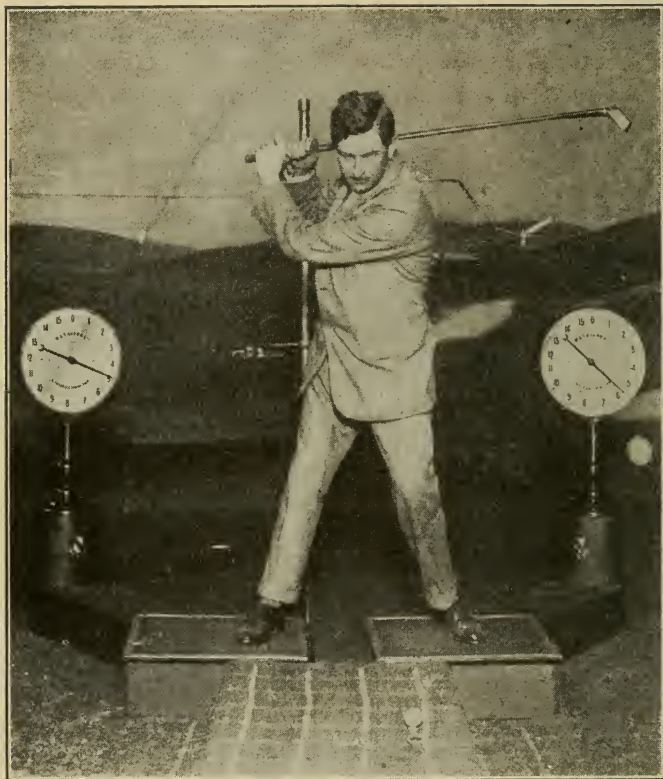


PLATE 12A.

Machine used in demonstration at West End Golf School, London, when Mr. Vaile proved the theories of Braid, Taylor and Vardon to be unsound. Sherlock driving.

When I first attacked this idea in London, George Duncan, in an interview, completely upheld my views and, indeed, no self-respecting professional now dares to teach the predominance of the left. This is another unnatural notion gone. The natural method is easy and *requires no effort of memory at the time of making the stroke.*

Then we are told that the golf stroke is a sweep—not a hit. We are told to sweep the ball away with a gentle, flowing motion and so on, which is sheer futility. The golf stroke is played so rapidly that pictures taken at one-twelve hundred and fiftieth of a second are mere blurs. Can one imagine a gentle sweep proceeding through the air at this rate? As a matter of fact the golf drive is a hit, and a very fine hit at that, when well done; but although it is a hit there must of course be no idea whatever of arresting the club at the ball. It must follow right out after it until it comes round naturally.

Let nobody who desires to drive well be led away by these imbecile notions which cluster round golf thicker than the cobwebs of tradition festoon the national life of dear old England. Let him make up his mind to *hit* his ball, which is what he would try to do *quite naturally* unless his mind had been obsessed by the *unnatural* idea of a sweep by the iteration and reiteration of the wonderful army of golf parrots, who repeat the things they hear others say without in any way analyzing them or trying to use their own reason.

We are frequently told about the wonderful things that can be done by “getting one’s wrists into it” at the moment of impact. The greatest of golfers publish this nonsense.



PLATE 13.
Stance and address for chip shot with mashie.

Vardon calls it a kind of superstition and says he does not believe in it. It is assuredly unsound and calculated to spoil the drive of anyone trying to use it. The wrists do their chief work in the earliest stages of the swing, when the weight of the club falls *across* them in the way in which they bend least. The thing which writers and teachers mistake for wrist action, *immediately before, at, and directly after the moment of impact* is merely the natural roll or turn-over of the forearm bringing the club back to the position it occupied at the address. The wrists finished their work long ago. This delusion about the wrists is another thing which it is most important to forget.

I showed clearly in "The Soul of Golf" that the game has suffered terribly in the past from the multiplicity of false instructions and that it is mainly by recognizing these for what they are, putting them out of mind and letting Nature have a chance, that the golfer will arrive at the true spirit of the game and the ability to play it and understand it so as to get the best out of it. I am glad, indeed, to see that this line of tuition is being followed, particularly in America.



PLATE 14.
Swing-back for chip shot with mashie.

The Mashie

Second only in importance to the putter comes the mashie. This is the club which can so often save you a stroke on the green. Having learned to rely on getting down in two the student turns to his mashie if he has not already done so, as I suspect he has.

Plate 13 shows the stance and address for a "chip" shot with the mashie. This is used for short shots quite near the green.

Plate 14 shows the swing-back for the same shot. Observe how little the forearms have moved. Notice carefully the position of the feet and that the legs are practically stiff or barely flexed, while both feet are in full contact with the earth.

Plate 15 shows the finish of this useful stroke. Notice the position of the club. The face is still at a right angle to the line of flight and it has finished straight down that line. These are two important points in obtaining accuracy. Note carefully the position of the left elbow, which is pointing toward the hole. This prevents follow through and tends to add back-spin to the stroke.

Plate 16 shows the top of the swing in a cut approach. The club passes sharply across the face of the ball, imparting considerable spin to it. This stroke is not nearly so difficult as it is generally represented to be. It must not be played by attempting to draw the hands in during impact. The cut is made by the club traveling rapidly across the ball at the instant the latter is sent away toward the hole.



PLATE 15.
Finish of chip shot with mashie.

The Iron

Plate 17 shows the top of the swing for an iron shot. Notice carefully how the wrists go in under the club. This is very important, for the wrists must be well *under* the club at the top of the swing if one is to get the best results. The swing here is very upright and the club is almost parallel to the line of flight. The weight must always in this shot be more on the left than the right.



PLATE 16.
Top of swing in cut-mashie approach.

The Cleek

Plate 18 shows stance and address for the cleek. Notice the position of the feet and that the hands are slightly in front of the head of the club, as in most ordinary shots played with iron clubs.

Plate 19 shows the top of the swing in the cleek shot. The weight must be mainly on the left leg. This, however, comes quite naturally when one realizes the true principle of the distribution of weight. A clear illustration of it may be given by assuming that the golfer has a leaden body and two iron pipes instead of legs. If one were then to take an axe and bend the left pipe forward half way up, it would shorten the support and very naturally some of the weight would come forward. This is what actually happens so far as regards this position in the golf swing.

Plate 20. This is the finish of the cleek shot. Notice the position of the left foot solidly and firmly fixed and pointing in such a direction that the weight is not thrown across it, but down it from the instep to toes. This has much to do with the stability of the finish.

Plate 21 shows the method of playing a ball from a bunker. The club must not be grounded in a bunker. In its downward path it cuts into the sand a little to the rear and right of the ball and lifts it nearly straight up.



PLATE 16A.
Finish of cut-mashie stroke.

The Driver and Brassie

I have already stated all the general principles of driving in laying down the things which are *not* to be done, which are, in fact, to be forgotten. This seems very much like turning a man loose without instructions, but in effect it is not, and it will be found that these *natural things* sink into his mind *and body* from the mere telling, particularly when accompanied by illustrations, and that they become a part of him, a habit in fact, in a manner which is out of the question when he is striving to remember and *to produce* a series of unnatural and complicated actions in a period of time which is wholly inadequate for any *consecutive* thinking, even when conducted on sound and natural lines.

The stroke with the driver and the brassie is the same. The brassie is used when the lie of the ball is not good enough for the driver.

Plate 22 shows the stance and address for the drive. The weight is equally distributed between the legs.

Now ensues a quite important operation in golf called the waggle. I illustrated it for the first time in golf literature in "Modern Golf." I shall show it again here, for many people waste much time and injure their game by excessive waggling.

The series of positions shown here explain how George Duncan waggles. He is one of the quickest players living, but even for ordinary players nothing more than is here shown is necessary.



PLATE 17.
Top of swing in iron shot.

Plate 23 shows how the club comes up from the address approximately as shown by the dotted line A-B to C. From there it goes back to the position shown in plate 24 and marked D in plate 23.

Plate 24 shows how the club goes forward down the dotted line until it rests for the briefest possible time as shown in the next plate.

Plate 25 shows how the club halts for an instant and then sinks into the position shown in Plate 26.

This, then, is Duncan's waggle, so far as I am aware the only one which has ever been illustrated in the history of golf, which, if true, is rather peculiar, for a bad waggle is quite a bad feature in anyone's game.

We have now returned to the stance and address. The next position is important. It is shown in Plate 27 and is called the press forward. Immediately prior to raising his club, which is *lifted* easily and naturally from the earth, the player should press his hands forward slightly. This is an old St. Andrews trick. It is considered to improve the rhythm of the swing and to prevent the wrists going back before the head of the club.

Plate 28 shows us the club leaving the line of flight of the ball. The left heel begins to rise directly the club head leaves the ball.

Plate 29. Here we see the forearm turning over. The left knee is bending in, as already described. The main portion of the weight is squarely across the left foot.

Plate 30 shows the player near the top of the swing. The right leg is rigid and the right foot is firmly planted on the ground. The wrists have come in under the club and the weight is still in the main on the left foot.



PLATE 18.
Stance and address for cleek shot.

Plate 31 shows us the top of swing. Note carefully position of arms and wrists. Everything depends on getting a good start. This cannot be done unless the wrists and arms are well placed under the shaft. Never let the motto "Slow back" worry you. It is another useless cumbrer of your mind. Never think of your speed except to see that you have not enough to cause you any inconvenience or loss of power in arresting your swing at the top. This is another thing easily forgotten and well out of the way.

Plate 32 shows the club returning to the ball and the turn-over of the forearms is clearly shown here. The left foot is now firmly planted and the right is pivoting on the ball of the toe.

Plate 33 shows the moment of impact. The right heel is up and the right leg is bending forward. The weight on the right is shifting forward to the left.

Plate 34 shows the club following through down the line. Note that the club face is still at a right angle to the line. The player has already ceased to look at the place where the ball was, as one is so often wrongly told to do. Such a course must spoil any follow through, for a rigid head and neck must hold back the right shoulder and throw everything out of gear. The head comes round *immediately after* the ball is struck and turns naturally with the body.

Plate 35 shows the finish of the drive with all the weight on the left foot. There is merely enough weight now on the right to preserve the player's balance.



PLATE 19.
Top of swing in cleek shot.



PLATE 20.
Finish of cleft shot.



PLATE 21.
Playing a niblick shot.



PLATE 22.
Stance and address for the drive.



PLATE 23.
First part of the waggle.



PLATE 24.
Forward movement in the waggle.



PLATE 25.
Finishing the waggle.



PLATE 26.

Return to stance and address for the drive after the waggle.



PLATE 27.
The press forward in the drive.



PLATE 28.
Club leaving line of flight.



PLATE 29.
Showing turn of forearms in upward swing.



PLATE 30.
Near the top of the swing.



PLATE 31.
The top of the swing.

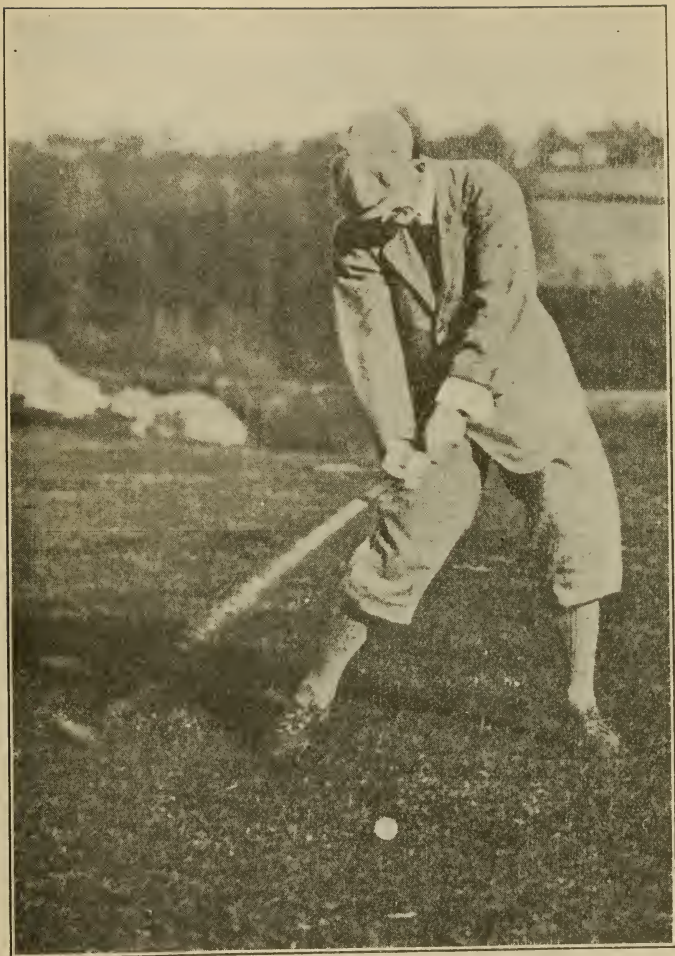


PLATE 31A.

Club returning to the ball. Note that the right arm is providing the power.



PLATE 32.

Club nearing ball. Note turn of forearms, commonly miscalled wrist-work.



PLATE 33.

The actual moment of impact. The club was traveling so fast that, although the exposure was $\frac{1}{2000}$ th part of a second, it was not caught on the photograph except where the action was arrested on the ball.



PLATE 34.
Club following through down line.



PLATE 35.

The finish of the drive, showing how nearly all the weight goes onto the left.

GOLF BALL FACTS

There are three distinctive features characterizing today the Spalding line of golf balls, a line, by the way, that is the most comprehensive and balanced ever produced by a single manufacturer.

First—The Dimple marking. We have conclusively and scientifically proved that a ball marked in this way (in contrast to the Bramble marking) is at least five yards longer on the drive, owing to the fact that the blow is nearer the rubber thread delivered on a flat surface, while no lost motion occurs, as it were, in the absorption of a fraction of the blow by protruding pimples, as in the case of the Bramble. However, no scientific proof is needed to demonstrate the above fact. We need simply point to manufacturers here and in England, who have attempted to construct balls on the same principle. There have been all sorts of geometric figures employed by these manufacturers—stars, crescents, diamonds, squares, triangles, and hexagons—in the form of depressions on the surface of a golf ball, each one attempting to approach in theory as nearly as possible to the Spalding Dimple. "Imitation is the sincerest form of flattery," but the dimple remains in principle and reality the fairest of them all.

Second—Cover material. Ours is refined from the best obtainable raw material by a process particularly exclusive to ourselves at great expense and produces the finest cover obtainable, and as we refine our own raw material, we therefore have reason to rely on its quality and uniformity.

Third—Our soft cores, as employed in our "Domino Baby Dimple," "Midget" and "Honor" balls, are patented—the invention of our Chicopee laboratory—and possess distinct virtues enjoyed by no other cores. The core of a golf ball (particularly a heavy one) should be yielding, so as to permit of distortion when the rubber tape and thread around it are distorted by the

blow, for it is the reaction to this very distortion that gives distances—the violent effort made by the rubber to regain its former equilibrium. Our cores are so soft that they permit of this maximum distortion. Since they are moulded, they invariably are uniform in size and in gravity, because in the moulding or curing process their elements (of weights) are fixed. The reverse is apt to be true of the soft cores of nearly all our competitors, who employ rubber sacks or bags which contain paste or liquid. These cannot be as uniform in size or gravity as the moulded or fixed cores we use; first, because the bags may, and do, break, in which case the ball collapses inside; and, second, because the heaviest part of the liquid or paste may drop to one side of the core if the box of balls remains long on the shelves, thus displacing the center of gravity. If you have never seen one of our moulded soft cores, ask the manager to cut off the cover of an old soft cored ball, unwind the rubber, and show it to you.

The fourth characteristic Spalding feature is general uniformity as regards weight, cover thickness (our covers are one-sixteenth of an inch thick) and compression, or hardness of wind. Uniformity we consider almost as important as either of the other three characteristic features of the Spalding line. We believe no other manufacturer approaches us in this respect.

There exists always the most vital connection between the compression of a ball, its diameter and weight, and the size of its core for a given purpose. In other words, a ball that we expect and wish the hardest hitters to use is made differently from a ball that we market for the use of the average player. This difference is clearly demonstrated by the two new balls in our line this year. the "English Midget" and the "Honor," the former is small, hard, and heavy, and only the longest players can secure the maximum distance there is tied up in this ball. The latter is so constructed as regards the size of its core and the hardness of its wind that it is particularly responsive to the blow of the average player and who can use it with best results and yet remain unconscious of its weight.

Spalding Athletic Library

No woman should attempt to play our No. 4 "Domino" or our "Midgets," for instance, nor can a hard hitting man secure the proper distance that is due him from the use of our "Glory Dimple," "Baby Dimple," or probably even our "Honor" ball. Note particularly the size of this "Honor" ball. It is a brand new one. The harder balls, therefore, for the reasons before stated are also the ones that are most easily controlled on a short game, or on short holes, since the lightest blows do not affect them to the same degree as they affect softer balls. Though in flight the smaller ball is the longer, the larger ball makes up for this somewhat in its greater roll for the same reason that a larger cartwheel from a given initial momentum will roll further and with less friction as it were, than a smaller one. It does not dip down into every pocket or depression of the ground, and will roll longer on a road of a given roughness.

"PERMA"—THE WONDERFUL NEW Reg. U.S. Pat. Off. **GOLF BALL PAINT**

We cannot help being enthusiastic about this wonderful new golf ball paint which has just been perfected in the Spalding laboratory. It is unquestionably the greatest improvement in golf ball manufacture in recent years—a decided step forward in the state of the art—indeed, it is significant that the "Honor" ball, with all that is implied in that name, should be just coming before the public, the first new ball to carry "Perma" (Reg. U.S. Pat. Off.) paint. One hundred holes are nothing for this paint, a scrubbing brush and some soap make it nearly new again, and it is well nigh indestructible, due to its marvelous elasticity, and to the fact that it clings like a magnet to the surface of the ball. And yet this is not all. It also clings to the club's surface. You play straighter with it; straighter and more certain, too, for it grips the grass tight on a backspin, and enables you to pitch close up to a hole with more freedom, and still not be over. It has increased the opportunities for skill in the short game 25 per cent.

The Spalding laboratory spent a long time in its development, and feels that it is right. It is very important that the ball be kept clean. If the dimples clog up, the ball will duck, and that is not the fault of the ball. Marking is put on the surface of a golf ball to prevent this, through the creation of the proper air resistance, and the exact dimensions of dimples on Spalding golf balls and their depth has been gotten down to such a fine mathematical point (better than .001 inch)—at which point the longest flights are assured—that it is not hard to figure out how mud which fills the dimple up and neutralizes the action of this marking will permit the ball to duck in flight.

Spalding Red Dots and Green Dots will continue to be painted with enamel paint, but it is to be noted that even on these balls the finest imported enamel obtainable is used.

Spalding Athletic Library

Golf balls are subject to extreme heat and should never be left near open fires, registers, or steam pipes. The cover material is not "cured" and will flow and melt under these conditions.

Golfers who remember the old "guttie" balls thought them cheap at \$4.00 a dozen, and yet the cost of making them was infinitesimal as compared with the present day line of balls, and a player was lucky to get around once with them. A half dozen rounds is not unusual with "Perma" (^{Reg. U.S.}_{Pat. Off.}) painted balls, to say nothing of the added pleasure they bring to their users.

SPALDING 1915 GOLF BALL PRICES, WEIGHTS, SIZES AND COMPRESSIONS.

Name.	Weight Ounces	Size Inches	Average Comp.
Red Dot	1.44	1.710	8
Not supplied "Perma" painted.			
No. 1. Regular painted	Dozen, \$6.00		
Glory Dimple	1.44	1.710	8
No. 3P. "Perma" painted	Dozen, \$9.00		
No. 3. Regular painted	" 7.50		
Domino Dimple	1.62	1.710	6
No. 4P. "Perma" painted	Dozen, \$9.00		
No. 4. Regular painted	" 7.50		
Honor	1.62	1.670	9
Supplied "Perma" painted only.	Dozen, \$9.00		
English Midget Dimple.....	1.68	1.655	4½
Supplied "Perma" painted only.	Dozen, \$9.00		
Domino Dimple	1.70	1.685	4½
No. 6P. "Perma" painted	Dozen, \$9.00		
No. 6. Regular painted	" 7.50		
Baby Dimple	1.52	1.655	7
No. 9P. "Perma" painted	Dozen, \$9.00		
No. 9. Regular painted	" 7.50		
Midget Bramble	1.66	1.655	6
No. 10P. "Perma" painted	Dozen, 9.00		
No. 10. Regular painted	" 7.50		
Midget Dimple	1.66	1.655	5½
No. 11P. "Perma" painted	Dozen, \$9.00		
No. 11. Regular painted	" 7.50		
Green Dot	1.53	1.655	7
Not supplied "Perma" painted.			
No. 12. Regular painted	Dozen, \$6.00		

NOTE.—All golf balls listed at \$7.50 per dozen sell six balls for \$3.75; three balls for \$1.90; one ball for 65 cents.

Figures in column marked "Average Compression" show the comparative hardness of balls, and are based on the arbitrary scale of the Spalding compression machine, the higher figures representing the softer, the lower the harder balls. A perfect degree of uniformity cannot be guaranteed in Red Dot and Green Dot balls.

Any large size ball weighing over 1.50 ounces will sink.

ACCEPT NO
SUBSTITUTE

THE SPALDING



TRADE-MARK

GUARANTEES
QUALITY

SPALDING "PERMA" PAINTED GOLF BALLS

Reg. U. S. Pat. Off.

After months of experiment and trials we have invented, at our Chicopee factory, a new Golf Ball Paint, which we shall call the

"PERMA"

Reg. U. S. Pat. Off.

This we can guarantee in the strongest possible fashion for durability especially, and it certainly means a great step forward in golf ball construction.

DISTANCE—The most essential feature in a golf ball is in the length of drive, and all Spalding heavy balls are best for hard hitters. Other styles of our make are better for medium or light hitters.

DURABILITY—Is obtained by proper construction, tough covering material, and still further increased by the use of "PERMA" paint.

CONTROL—Is secured by proper use of the club, but is increased by the clinging quality of the "PERMA" paint.

SATISFACTION—Can be obtained by selecting a ball that suits your game, and the great variety of styles we make gives you a choice offered by no other manufacturer.

On account of the extra expense involved, all balls painted this way will retail for \$9.00 per dozen.

At present we will supply the following balls painted with "PERMA" (Reg. U.S. Pat. Off.) Paint. When ordering, please specify the number of the ball with letter "P", as indicated on list below.

Spalding Honor. "PERMA" painted.	Dozen, \$9.00
English Midget Dimple. "PERMA" painted.	" 9.00
No. 3P. Glory Dimple. "PERMA" painted.	" 9.00
No. 4P. Domino Dimple. "PERMA" painted.	" 9.00
No. 6P. Domino Dimple. "PERMA" painted.	" 9.00
No. 9P. Baby Dimple. "PERMA" painted.	" 9.00
No. 10P. Midget Bramble. "PERMA" painted.	" 9.00
No. 11P. Midget Dimple. "PERMA" painted.	" 9.00

Although dearer in price, they are cheaper in the end, because of greater durability.

Order ball by number (except Spalding Honor and English Midget Dimple), and note particularly the special numbers on "PERMA" painted balls.

Spalding Honor and English Midget Dimple balls supplied only "PERMA" painted. We also supply our regular catalogue line of balls enameled according to an improved English process and far superior to any ordinary painted golf balls. (See list on following pages.)

PROMPT ATTENTION GIVEN TO
ANY COMMUNICATIONS
ADDRESSED TO US

A. G. SPALDING & BROS.
STORES IN ALL LARGE CITIES

FOR COMPLETE LIST OF STORES
SEE INSIDE FRONT COVER
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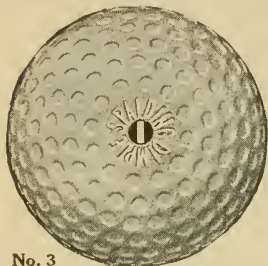


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SPALDING GOLF BALLS

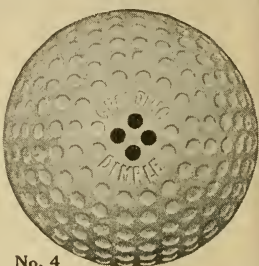
Experts have assisted us in establishing this line, basing their advice, as we have our manufacture, upon variations that must unavoidably occur in the conditions under which the game is played and upon the varying requirements of individual players themselves. Compression figures indicate the comparative hardness of balls and are based on the arbitrary scale of our own compression machine, the higher figures representing the softer, the lower the harder balls.



No. 3



No. 1



No. 4

Any large size ball weighing over 1.50 ounce will sink.

Perfect uniformity not guaranteed in Red Dot Balls.

Story Dimple
FLOATS IN WATER
RED, WHITE and BLUE DOT
No. 3P. PERMA PAINTED
Dozen, \$9.00 Each, 75c.
SEE BELOW FOR PRICES REGULAR PAINTED

Reg. U. S. Pat. Off.
Size 1.710 inch Weight 1.44 ounce
Compression Average 8
No. 3. REGULAR PAINTED
Dozen, \$7.50
6 balls, \$3.75
3 balls, 1.90
1 ball, .65

Red Dot
FLOATS IN WATER
ONE RED DOT
NOT SUPPLIED P. E. R. M. A. PAINTED
Reg. U. S. Pat. Off.

Size 1.710 inch Weight 1.44 ounce
Compression Average 8
Dozen, \$6.00
6 balls, \$3.00
3 balls, 1.50
1 ball, .50

Domino Dimple
SINKS IN WATER
FOUR BLACK DOTS
No. 4P. PERMA PAINTED
Dozen, \$9.00 Each, 75c.
SEE BELOW FOR PRICES REGULAR PAINTED

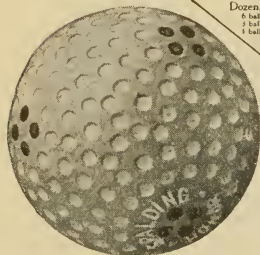
Reg. U. S. Pat. Off.
Size 1.710 inch Weight 1.62 ounce
Compression Average 6
No. 4. REGULAR PAINTED
Dozen, \$7.50
6 balls, \$3.75
3 balls, 1.90
1 ball, .65

Spalding Honor
SINKS IN WATER
FOUR DARK RED DOTS
REPEATED SIX TIMES
SUPPLIED ONLY P. E. R. M. A. PAINTED
Reg. U. S. Pat. Off.

DIMPLE MARKING. SOFT CORE
HAND MADE
Size 1.670 in Weight 1.62 oz.
Compression Average 6
Dozen, \$9.00
6 balls, \$4.50
3 balls, 2.25
1 ball, .75

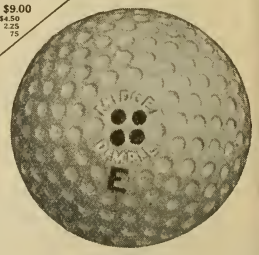
English Midget Dimple
SINKS IN WATER
TWO RED AND TWO BLUE DOTS
AND RED "E"
Size 1.655 in Weight 1.68 oz.
Compression Average 41

Dozen, \$9.00
6 balls, \$4.50
3 balls, 2.25
1 ball, .75



A ball that is best adapted through weight, construction and size, to one style of play, necessarily cannot be as advantageously employed by a type widely differing.

According to its construction each kind of ball must react differently to varying degrees of impact imposed upon it.



The Spalding Honor provides for the average player a heavy, soft ball, one, that due to its softness will be found unusually responsive to a medium blow. Its weight and high degree of resiliency insures a long roll.

The English Midget, as manufactured by our London factory, which we are marketing this year, is the ball which last year won the English amateur and ladies' championship and was the most used ball made in Great Britain.

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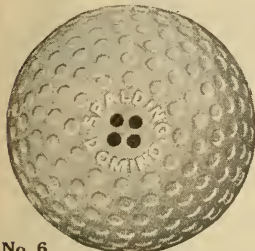


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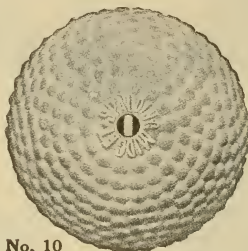
GUARANTEES
QUALITY

SPALDING GOLF BALLS

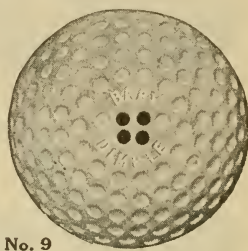
Generally speaking no player should attempt to play a ball of the weight of which he is continually conscious of, first because it is fatiguing, and second since he will secure better results (especially in flight) from a lighter ball. The longest players only will secure the maximum distance from the heaviest and hardest balls. Most ladies and all light hitters should avoid their use. The use of different sizes is fundamentally a matter of individual choice, though by a law governing projectiles, the smaller a ball of a given weight the greater the flight from a given momentum.



No. 6



No. 10



No. 9

SINKS
IN WATER

FOUR
LIGHT BLUE DOTS

No. 6P. PERMA PAINTED

Dozen, \$9.00 Each, 75c.

SEE BELOW FOR PRICES REGULAR PAINTED

Domino Dimple

Reg. U. S. Pat. Off. Pat. Dec. 9, 1913
Size 1.655 inch Weight 1.70 ounce
Compression Average 41

No. 6. REGULAR PAINTED

Dozen, \$7.50
6 balls, \$2.75
3 balls, 1.90
1 ball, .65

SINKS
IN WATER

GREEN, WHITE
AND ORANGE DOT

No. 10P. PERMA PAINTED

Dozen, \$9.00 Each, 75c.

SEE BELOW FOR PRICES REGULAR PAINTED

Midget Bramble

Reg. U. S. Pat. Off. Pat. Dec. 9, 1913
Size 1.655 inch Weight 1.66 ounce
Compression Average 6

No. 10. REGULAR PAINTED

Dozen, \$7.50
6 balls, \$2.75
3 balls, 1.90
1 ball, .65

SINKS
IN WATER

TWO RED
TWO BLUE DOTS

No. 9P. PERMA PAINTED

Dozen, \$9.00 Each, 75c.

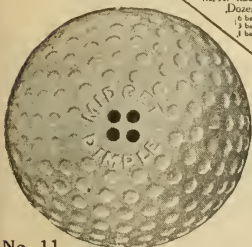
SEE BELOW FOR PRICES REGULAR PAINTED

Baby Dimple

Reg. U. S. Pat. Off. Pat. Dec. 9, 1913
Size 1.655 inch Weight 1.52 ounce
Compression Average 7

No. 9. REGULAR PAINTED

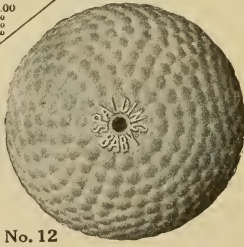
Dozen, \$7.50
6 balls, \$2.75
3 balls, 1.90
1 ball, .65



No. 11

Don't hit the ball on the dots every time you tee it up and then blame the manufacturer if you lose direction and finally distance. Play fair with the ball and the ball will play fair with you.

Other things being equal the heavier the ball the longer the roll, while the added quality of hardness furnishes the greatest steadiness on the "short game."



No. 12

Varying turf conditions, the desirability of using floating balls on water holes, the "holding" of greens on short holes and play against hard head winds, must ever govern individual selection.

"Dimple" marking is controlled by A. G. Spalding & Bros., under patent dated February 4, 1908. We can also furnish any rubber cored golf balls made under the Haskell patent

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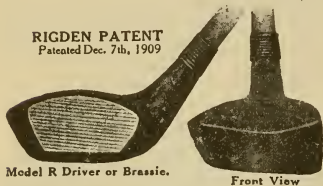


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SPALDING PATENTED SPECIALTIES

RIGDEN PATENT
Patented Dec. 7th, 1909



Model R Driver or Brassie.

Front View

RIGDEN PATENT
Patented Dec. 7th, 1909



Model RN Driver or Brassie

Front View

Rigden Patent Head cut
to show weight insertion

Model RN Spoon
Each \$3.50



Front View

Rigden Club with Ivory Face

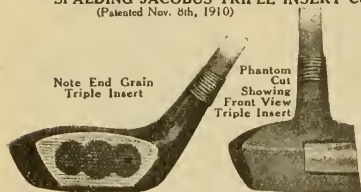


Front
View

SPALDING JACOBUS TRIPLE INSERT Combined with RIGDEN PATENT WEIGHTED HEAD
(Patented Nov. 8th, 1910)

Note End Grain
Triple Insert

Phantom
Cut
Showing
Front View
Triple Insert



Head
Sawed
to Show
Bottom View
Triple Insert



SPALDING BIDDLE PATENT "SKOOTER" WOOD CLUBS.

When ordering, mention "Biddle Patent"

Copyright, 1913

Pat. Aug. 22, 1911



Driver



Brassie



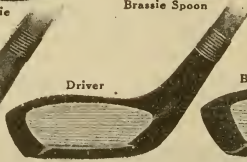
Brassie Spoon



Brassie Cleek



Brassie Spoon



Driver



Brassie Cleek

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SPALDING RIGDEN PATENT WOOD CLUBS

Patented December 7, 1909

The Spalding Rigden Patent Wood Clubs, with insertion of a specially fastened brass back (see sectional cut on opposite page) in place of the ordinary lead one, represent the first substantial advance over the original method of weighting wooden clubs. We claim this method of weighting prevents shifting of the weight, concentrates maximum force behind the point of impact, balances the club with mathematical accuracy, and protects the back of the club under extraordinary wear, as encountered in playing from hard dirt tees. Made in two distinct types, comprising five different models.

No. R. Round type of head, presenting a beauty in line and contour as in no other golf club. This type supplied in either Driver or Brassie.

No. RN. Longer in face and narrower from face to back. A splendid type of club from standpoint of practical playing efficiency. This type supplied in either Driver, Brassie or Spoon.

Spalding Rigden Patent Wood Clubs. Two types (five models) described above. Each, **\$3.50**
Spalding Rigden Patent Wood Clubs, fitted with Ivory face (see cut on opposite page). " **6.00**

All Rigden Models carried in stock in either Right or Left Hand Clubs. In ordering for Left Handed player add letter L to regular Model Number. **Special light weight clubs for women** carried in stock in any of the Rigden models. In ordering women's clubs add letter W to regular Model Number.

Spalding Jacobus Triple Insert

(Patented Nov. 8, 1910)

Combined
with

Rigden Patent Weighted Head

(Patented Dec. 7, 1909)

The Jacobus Patent Triple Insert combined with Rigden Patent Head gives all the features described above of the Rigden Patent Head, and, in addition, provides a wooden club with an exceedingly hard driving surface, obtained by inserting specially prepared mahogany segments so that the impact is imparted to the ball by the end of the grain of the wood. Recommended by numerous players as the best wooden club made. See cuts on opposite page.

Models same as in regular Rigden Patent Clubs listed above. Mention "Jacobus-Rigden when ordering.

Spalding Jacobus-Rigden Wood Clubs. Two types (five models). Each, **\$4.00**

All Jacobus-Rigden Models carried in stock in either Right or Left Hand Clubs. In ordering for Left Handed player add letter L to regular Model Numbers. **Special light weight clubs for women** carried in stock in any of the Jacobus-Rigden Models. In ordering women's clubs add letter W to regular Model Numbers.

SPALDING BIDDLE PATENT "SKOOTER" WOOD CLUBS

Copyright, 1913

When ordering, mention "Biddle Patent."

Patented August 22, 1911.

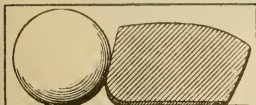
The Biddle Patent Clubs, and especially the Brassie Spoon, will be found particularly good for women players.

In these "Biddle Patent" clubs the lip portion of the face has been slightly raised to avoid danger of deflection, the club when it meets the ground sliding along instead of digging in. The different models in which these Biddle Patent Wood Clubs are made are varied in the proper degrees to secure the

requisite range of flight to accommodate almost any course condition possible to be covered by a wood club. Models supplied: Driver, Brassie, Brassie Spoon, Brassie Cleek. Shafts are all of selected second growth split hickory. Grips of specially prepared calf. Each, **\$3.50**
Spalding Biddle Patent Wood Clubs, fitted with Ivory face. " **6.00**

ANY OF THE CLUBS LISTED ON THIS PAGE FURNISHED WITH SPALDING NEVER SLIP GRIP, INSTEAD OF SPECIALLY PREPARED CALF GRIP, 25 CENTS EACH, EXTRA.

Order by Model Numbers, as noted under cuts shown on opposite page.



This cut gives a good idea of the relative positions of Ball and "Shooter" Club when at rest. It has been demonstrated that on a full stroke with a wood club, a rubber cored golf ball is compressed about one-third, in some cases possibly more than one-third, and with the "Shooter" Patent Club it is given a rounded surface to wrap over, leaving ball in longer and closer contact than with ordinary wood club, and thus helping both direction and length of flight. Top of club does not catch and this saves throwing hands forward and slowing.

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SPALDING GOLD MEDAL WOOD CLUBS

Spalding Gold Medal Clubs are made in the latest, which means the most generally approved models, and of the first selection of heads, shafts and everything else entering into their construction. Made in both socket and spliced types and including practically every model in popular demand anywhere in the United States or abroad.

No. GM1. Gold Medal Wood Clubs. Models 1, 2, 3, 7, 11, 14, 16, 17 and 23 Drivers or Brassies, 18 and 19 Drivers, Brassie Spoon Models 6 and 13, and Wood Cleek Models 20 and 22, shown on this and following page. Specially prepared calf grip. Ea., \$3.00

Standard lead weighted golf clubs at a moderate price. Material with the slightest blemish and models which are out-of-date do not go into Spalding Gold Medal Clubs.

ORDER BY MODEL NUMBERS

Model No. 1. Demonstrates an unusual combination of correct designing and general efficiency. Moderate size. Every line in harmony without the slightest exaggeration in any detail. Shaft practically centered at heel.

Model No. 2. Similar to No. 1, but narrower from face to back, and a trifle longer face. Recommended for beginners.

Model No. 3. In shape approaching our Rigden Patent clubs No. R. A round, large head. Top line of face well arched. Designed to place as much wood as possible behind the point of impact.

Model No. 7. Large type of head, made with greater portion of weight set well forward of center, and wood around the neck reduced, giving a prominence to the head and striking face which is calculated to increase a player's confidence.

Model No. 11. Long headed, flat lie type. Top line of face slightly arched. An excellent type for players preferring a flat lying club.

Model No. 14. Large headed, Semi-Dread-nought type, square face. Designed to impart confidence to player uncertain of tee shots.

Model No. 16. Long, narrow "Destroyer" type, of extraordinary length of face. Designed particularly for the beginner, as presenting maximum hitting surface.

Model No. 17. Oblong "blocked" type of head. Square face. A most efficient style of club.

Model No. 23. Model of club widely advertised and used by an international champion. Greatest width of head near toe, tapering beyond face, and back to heel.

Model No. 18 Driver. Spliced type of club, with long face.

Model No. 19 Driver. As No. 18, but with shorter face and rounded head.

Model No. 20 Wood Cleek. Long, narrow head. Well lofted face; spliced.

Model No. 22 Wood Cleek. Extra long face. Socket type of club.

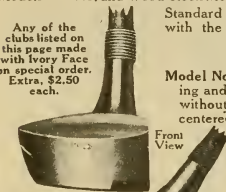
Model No. 6 Spoon. A Bull Dog type of head, with round sole; an excellent club for playing from the rough or cuppy lie.

Model No. 13 Brassie Spoon. Ideal type for all around work. Longer in face than No. 6 and without rounded bottom.

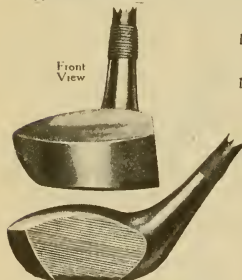
All models shown on this page, except Model 14, are carried in stock in both Right and Left Hand Clubs. In ordering for Left Handed Player add letter L to regular Model Numbers. Models 1, 2, 7 and 11, shown on this page, are carried in stock also in special light weight clubs for women. In ordering clubs for women add letter W to regular Model Numbers.

Clubs with Spalding Never Slip Grip, instead of specially prepared calf grip, 25 cents each, extra.

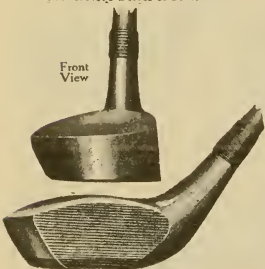
Any of the clubs listed on this page made with Ivory Face on special order. Extra, \$2.50 each.



Model No. 1 Driver or Brassie



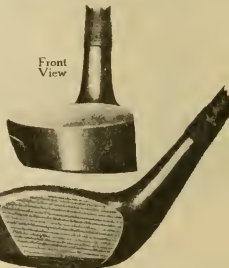
Model No. 3 Driver or Brassie



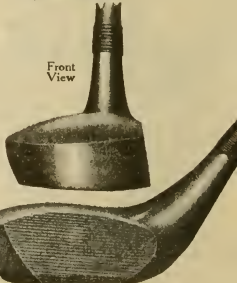
Model No. 11 Driver or Brassie



Model No. 2 Driver or Brassie



Model No. 7 Driver or Brassie



Model No. 14 Driver or Brassie Large

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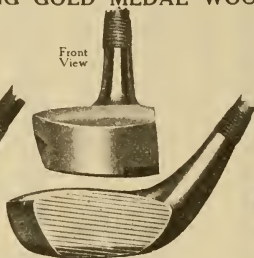
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SPALDING GOLD MEDAL WOOD CLUBS

Front
View



Front
View



Front
View

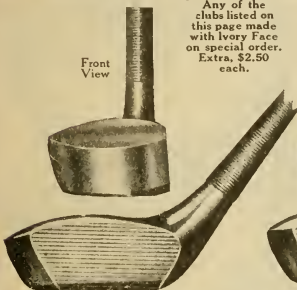


Model No. 16 Driver or Brassie

Model No. 17 Driver or Brassie

Model No. 23 Driver or Brassie

Front
View



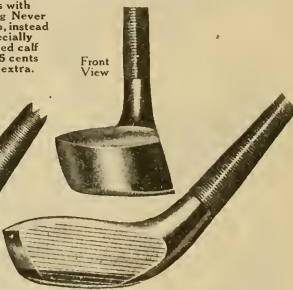
Any of the clubs listed on this page made with Ivory Face on special order. Extra, \$2.50 each.

Front
View



Clubs with Spalding Never Slip Grip, instead of specially prepared calf grip, 25 cents each, extra.

Front
View



Model No. 18 Driver—Spliced

Model No. 19 Driver—Spliced

Model No. 20 Wood Cleek

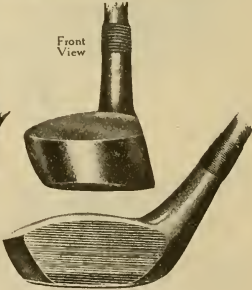
Front
View



Front
View



Front
View



Model No. 22 Socket Wood Cleek

Model No. 6 Bull Dog. Brassie Spoon Fiber Face

Model No. 13 Brassie Spoon

FOR DETAILED DESCRIPTION OF ABOVE CUTS, SEE OPPOSITE PAGE

All Models shown on this page carried in stock in Right Hand Clubs, and, in addition, Wood Cleek No. 20 and Brassie Spoon No. 13 are carried in Left Hand Clubs. Other models in Left Hand Clubs supplied on special orders. When ordering for Left Handed player add letter L to regular Model Numbers.

Model 23 and Brassie Spoon No. 13, shown on this page, carried in stock in special light weight clubs for women. In ordering clubs for women add letter W to regular Model Numbers.

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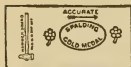
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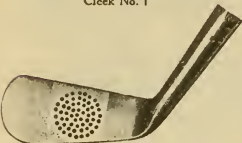
SPALDING GOLD MEDAL IRONS



Cleck No. 1



Front View



Cleck No. 3



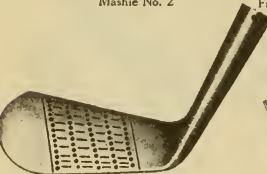
Front View



Mashie No. 2



Front View



Mashie No. 6



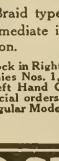
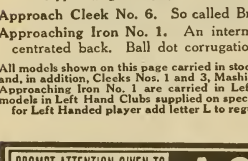
Front View



Approaching Cleck No. 6



Front View



Front View

No. GMI. Spalding Gold Medal Irons, plain, diamond scored, or dotted faces. Specially prepared calf grip. Ea., \$2.50

Cleck No. 1. Short hosel, with shaft extending to sole. Concentrated weight in back. Irregular dot corrugation.

Cleck No. 2. Straight blade. Trifle more depth at toe than heel. An efficient model. Straight line corrugation.

Cleck No. 3. Well lofted. Concentrated weight in back. Three-quarter length hosel. Ball dot corrugation.

Mashie No. 1. Genuine deep faced mashie type—so called Taylor model. Straight line corrugation.

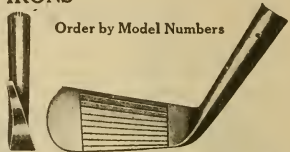
Mashie No. 2. Medium depth of face. Lofting mashie type. Regular dot corrugation.

Mashie No. 3. Shallow face. Lofting mashie type. Concentrated weight in back. Ball dot corrugation.

Mashie No. 6. Large, broad face. Strongly endorsed as the most decided recent advance in simplifying play with this otherwise difficult club. Dot and dash corrugation.

Mashie No. 7. Deep face and heavy. Recommended particularly for mashie shots of distance and play from the rough. Line and dot corrugation.

Order by Model Numbers



Cleck No. 2

Front View



Front View



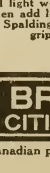
Front View



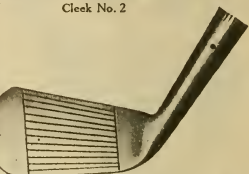
Front View



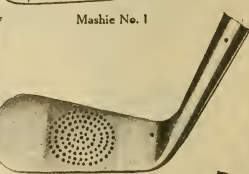
Front View



Front View



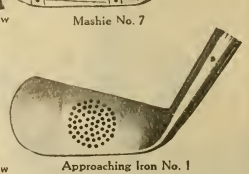
Mashie No. 1



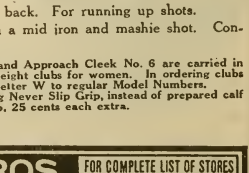
Mashie No. 3



Mashie No. 7



Approaching Iron No. 1



Approach Cleck No. 6. So called Braid type of approaching cleck. Centrajact back. For running up shots.

Approaching Iron No. 1. An intermediate iron, designed for distance between a mid iron and mashie shot. Concentrated back. Ball dot corrugation.

All models shown on this page carried in stock in Right Hand Clubs, and, in addition, Clecks Nos. 1 and 3, Mashies Nos. 1, 2 and 3 and Approaching Iron No. 1 are carried in Left Hand Clubs. Other models in Left Hand Clubs supplied on special orders. In ordering for Left Handed player add letter L to regular Model Numbers.

Mashies Nos. 1 and 2 and Approach Cleck No. 6 are carried in stock in special light weight clubs for women. In ordering clubs for women add letter W to regular Model Numbers. Furnished with Spalding Never Slip Grip, instead of prepared calf grip, 25 cents each extra.

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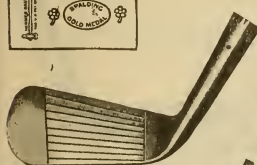
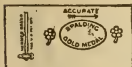
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SPALDING GOLD MEDAL IRONS



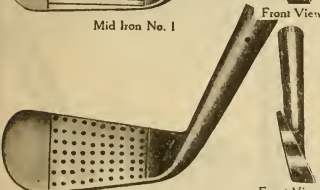
Mid Iron No. 1



Front View

No. G.M.I. Spalding Gold Medal Irons, plain, diamond scored or dotted faces. Specially prepared calf grip. Ea., \$2.50

Mid Iron No. 1. Medium pitch, with extreme depth at toe. Moderately large blade. An excellent all around iron. Straight line corrugation.



Mid Iron No. 2



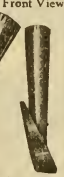
Front View

Mid Iron No. 2. Shallower blade than No. 1. Well pitched. Recommended for beginners. Dot corrugation.

Mid Iron No. 3. Concentrated back type. Small head. Very slight pitch. A good club for distance. Ball dot corrugation.



Mid Iron No. 7



Front View

Mid Iron No. 6. An ideal type of mid iron, with thin blade. Moderate pitch. Irregular dot corrugation.

Mid Iron No. 7. Moderate degree of pitch. Very shallow at heel. Dot and dash corrugation.



Driving Iron No. 2



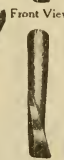
Front View

Mid Mashie No. 4. An effective club for running up shots upon a keen green, particularly those just off the green. Blade of mashie style, but with less loft.

Mid Mashie No. 8. Similar to deep face mashie, but with less loft for shots slightly greater distance than mashie length and into the wind. Dot corrugation.



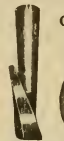
Driving Iron No. 3



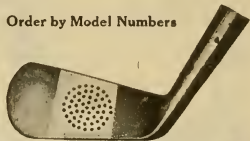
Front View

Driving Iron No. 2. Concentrated back type of club. Medium depth of face. Very effective where maximum distance with an iron is desired. Ball dot corrugation.

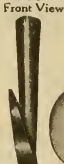
Order by Model Numbers



Front View



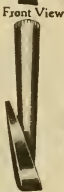
Mid Iron No. 3



Front View



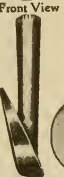
Mid Iron No. 6



Front View



Mid Mashie No. 4



Front View



Mid Mashie No. 8



Front View



Driving Mashie No. 1

Driving Iron No. 3. Our international model driving iron. Straight back and well pitched for this type of club. Irregular dot corrugation.

Driving Mashie No. 1. A short-bladed powerful club. Concentrated weight in back. Regular dot corrugation.

All models shown on this page carried in stock in Right Hand Clubs, and, in addition, Mid Irons Nos. 1 and 3 and Mid Mashie No. 4 are carried in Left Hand Clubs. Other models in Left Hand Clubs supplied on special orders. In ordering for Left Handed player add letter L to regular Model Numbers.

Mid Irons Nos. 1 and 2 are carried in stock also in special light weight clubs for women. In ordering clubs for women add letter W to regular Model Numbers.

Furnished with Spalding Never Slip Grip, instead of prepared calf grip, 25 cents each, extra.

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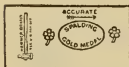
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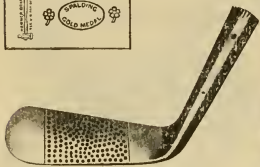


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SPALDING GOLD MEDAL IRONS



Jigger No. 4



Front View

No. G.M.I. Spalding Gold Medal Irons, plain, diamond scored or dotted faces. Specially prepared calf grip. Ea., \$2.50

Jigger No. 4. Regular type, concave face; designed for shots of slightly greater difference than the mashie where a little run off the pitch is desired.

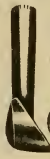
Bobbie Iron No. 1. Round soled iron. Designed for play from heavy rough, where distance is desired, or cuppy lie. Regular dot corrugation.

Pitcher No. 1. It is effective for pitch shots from sixty to one hundred yards where little run is desired.

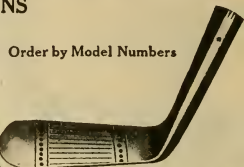
Mashie Jigger No. 3. Extra heavy sole. Shallow face. Well adapted for short pitches where little run is desired.

Mashie Niblic No. 3. The original mashie nible model, with concave face. Well pitched. Ball dot corrugation.

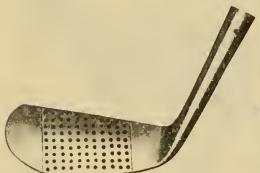
Mashie Niblic No. 6. Deep faced. Large headed. Well laid back. Effective in playing from rough grass or for shots near the green. Straight line corrugation.



Front View



Mashie Jigger No. 3



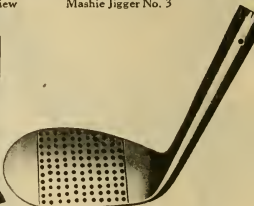
Bobbie No. 1



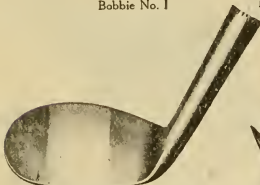
Front View



Front View



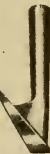
Pitcher No. 1



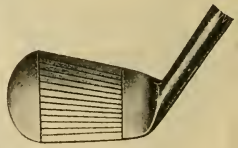
Mashie Niblic No. 3
Pat. Dec. 19, 1905



Front View



Front View



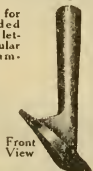
Mashie Niblic No. 6

Niblic No. 1. Round headed genuine nible type of club. Effective for all varieties of nible work. Ball dot corrugation.
Niblic No. 2. Square headed type of nible, with flat sole. Can be used also for pitching. Irregular dot corrugation.
Niblic No. 5. Extra large blade. Designed particularly for playing from deep sand pits and extraordinary difficulties. Straight line corrugation.

In ordering for Left Handed player add letter L to regular Model Numbers.

All models shown on this page carried in stock in Right Hand Clubs, and, in addition, Driving Iron No. 3, Niblics Nos. 1 and 2, Mashie Niblic No. 6 and Jigger No. 4 are carried in Left Hand Clubs. Other models in Left Hand Clubs supplied on special orders.

Niblic No. 2, shown on this page, carried in stock also in special light weight clubs for women. In ordering clubs for women add letter W to regular Model Numbers. Furnished with Spalding Never Slip Grip, instead of prepared calf grip. 25 cents each extra.



Front View



Front View



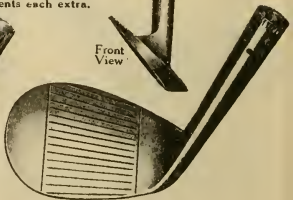
Front View



Niblic No. 1



Niblic No. 2



Niblic No. 5

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Spalding Steel Putters

No. H. Same model as used by Mr. Hilton when he won the Amateur Championship of 1911. Specially prepared calf grip.

Each, \$3.00

No. BV. A variation of the original steel putter (our No. H) and becoming increasingly popular.

Each, \$3.00



Model H Steel Putter

Front View



Front View

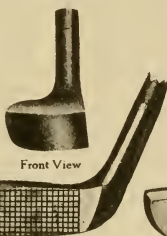
Model BV Steel Putter

Spalding Aluminum Putters

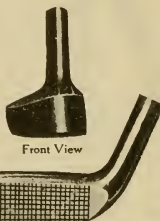
All are perfectly legal for use here and, except No. HH, may be used abroad.



Front View



Front View



Front View



Front View

No. YL Patent "Youd" Putter

No. 4 International Putter

Model RM Putter

No. HH "Hammer-Headed" Putter

No. YL. Patent "Youd" Putter (Patent Applied For). Aluminum, with special pattern lead face inserted. Specially prepared calf grip. Each, \$3.50

No. 4. "International" Putter. Aluminum. Used both here and abroad. Face slightly laid back. Made in three lies — flat, medium and upright. Specially prepared calf grip. Each, \$3.00

No. RM. Model RM Putter. Embraces the good points of various styles we have made during the past few years. For players particularly who have used our No. 4, the new No. RM will undoubtedly become very popular. Each, \$3.00

No. HH. "Hammer-Headed" Putter. Aluminum. Used by many prominent players in matches in the United States. Not legal in England. Specially prepared calf grip. Each, \$3.00

Spalding "Gold Medal" Wood Putter

No. 10. Heavily weighted with lead. Scored brass face. Specially prepared calf grip. Each, \$3.50

Spalding "Olympic" Steel-Shafted Putter

No. O. This putter is designed as an instrument sufficiently delicate to impart

the impact to either a short or long putt on a keen green with unusual accuracy. Each, \$3.50

All models shown on this page are carried in stock in Right Hand Clubs. In addition, Models Nos. 4 and HH are carried in stock in Left Hand Clubs. Other models in Left Hand Clubs supplied on special orders. In ordering for Left Handed Player add letter L to regular Model Numbers.

Any of the Putters on this page furnished with the Spalding Never Slip Grip, instead of specially prepared calf grip, 25 cents each, extra.



No. 10 Gold Medal Putter



Front View



Front View

No. O Steel Shafted Putter

Special Feature
Square Steel Shaft

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SPALDING "OFFSET" IRONS

"They Almost Think"

Forged from finest mild steel. The "Offset" clubs have proven very popular in England and they are in the bags of the best players in this country. Supplied only in models as shown: Mashie, Mashie Niblic, Niblic, Push Iron, Cleek, Push Cleek and Jigger No. 2. Specially prepared calf grip. Made in Rights and Lefts. Mention "Offset" and model name when ordering. Each, \$2.50

Furnished with Spalding Never Slip Grip, instead of specially prepared calf grip, 25c. each, extra.

Front
View



"Offset" Mashie

Front
View



"Offset" Mashie Niblic

Front
View



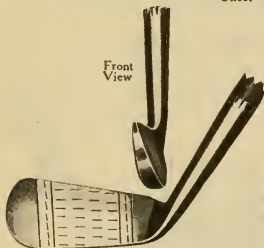
"Offset" Niblic

Front
View



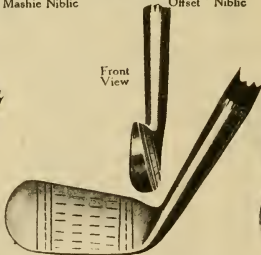
"Offset" Push Iron

Front
View



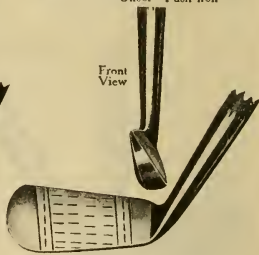
"Offset" Cleek

Front
View



"Offset" Push Cleek

Front
View



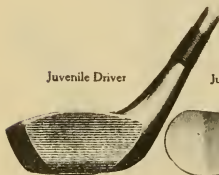
"Offset" Jigger No. 2

SPALDING "JUVENILE" GOLF CLUBS

Improved models. Every part of each club is of a size exactly proportionate to full size club, making perfect clubs for the use of boys and girls up to fourteen years of age. Specially prepared calf grip.

Drivers, Brassies, Mashies, Mid Irons, Cleeks, or Putters. Each, \$1.50

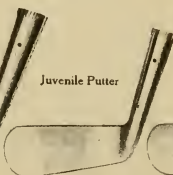
Juvenile Driver



Juvenile Mashie



Juvenile Putter



Juvenile Cleek



Juvenile Mid Iron



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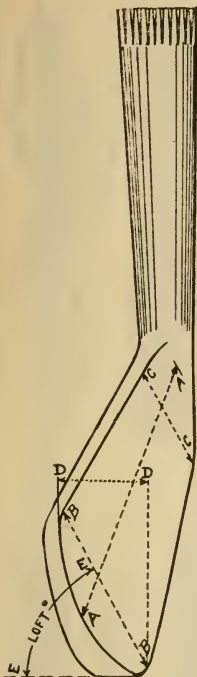
Models carried in stock of clubs listed upon previous pages vary in length and weight according to the following table:

WOOD CLUBS

	Weight.	Length.
Drivers and Brassies.	12 3-4 to 14 ounces.	42 1-2 to 44 1-2 inches.
Spoons.	13 1-2 to 14 1-2 "	41 to 42 "
Wood Cleeks.	13 1-2 to 14 1-2 "	41 to 42 "

IRONS

	Length of Blade A-A	Depth of Blade B-B	Depth of Blade at Heel C-C	Pitch of Blade D-D	Degree of Loft E-E
No. 1 Cleek	3 inch.	1 1-2 inch.	1 inch.	9-16 inch.	70 deg.
No. 2 Cleek	3 "	1 1-2 "	15-16 "	5-8 "	70 "
No. 3 Cleek	3 1-8 "	1 1-2 "	15-16 "	3-4 "	71 "
No. 6 Approach Cleek.	3 5-16 "	1 9-16 "	15-16 "	23-32 "	64 "
No. 3 Driving Iron.	3 1-4 "	1 3-4 "	15-16 "	1-2 "	70 "
No. 2 Driving Iron.	3 1-8 "	1 5-8 "	15-16 "	5-8 "	72 "
No. 1 Mid-Iron	3 3-8 "	1 11-16 "	15-16 "	3-4 "	65 "
No. 2 Mid-Iron	3 5-16 "	1 5-8 "	15-16 "	7-8 "	61 "
No. 3 Mid-Iron	3 1-8 "	1 11-16 "	15-16 "	7-8 "	68 "
No. 6 Mid-Iron	3 1-4 "	1 3-4 "	1 1-16 "	3-4 "	67 "
No. 7 Mid-Iron	3 1-4 "	1 11-16 "	15-16 "	7-8 "	63 "
No. 1 Approach Iron.	3 1-16 "	1 11-16 "	15-16 "	9-16 "	62 "
No. 1 Driving Mashie	3 1-16 "	1 11-16 "	1 1-16 "	9-16 "	74 "
No. 1 Mashie	3 1-8 "	1 7-8 "	1 1-4 "	1 1-4 "	51 "
No. 2 Mashie	2 15-16 "	1 3-4 "	1 1-8 "	1 7-32 "	54 "
No. 3 Mashie	3 "	1 3-4 "	1 1-16 "	1 1-4 "	52 "
No. 4 Mid Mashie.	3 1-8 "	1 7-8 "	1 1-4 "	3-4 "	67 "
No. 6 Mashie	3 1-4 "	2 "	1 3-16 "	1 5-16 "	42 "
No. 7 Mashie	3 1-8 "	1 7-8 "	1 1-8 "	1 3-16 "	53 "
No. 8 Mid Mashie.	3 1-16 "	1 3-4 "	1 1-8 "	1 "	60 "
No. 3 Mashie Jigger	3 1-4 "	1 3-8 "	1 "	15-16 "	48 "
No. 4 Jigger	3 1-4 "	1 1-2 "	1 "	7-8 "	59 "
No. 1 Niblic.	2 3-4 "	2 1-8 "	1 5-8 "	1 13-16 "	40 "
No. 2 Niblic.	3 "	2 1-4 "	1 11-16 "	1 3-4 "	40 "
No. 3 Mashie Niblic.	2 7-8 "	1 3-4 "	1 3-8 "	1 1-4 "	48 "
No. 5 Niblic.	3 1-8 "	2 1-2 "	1 3-4 "	1 15-16 "	42 "
No. 1 Pitcher.	3 "	1 3-4 "	1 1-4 "	1 1-8 "	46 "
No. 6 Mashie Niblic.	3 1-4 "	2 "	1 7-16 "	1 1-4 "	50 "
No. 1 Bobbie Iron.	3 5-16 "	1 3-8 "	15-16 "	13-16 "	64 "
No. 1 Putting Cleek.	3 1-2 "	1 7-16 "	1 "	7-16 "	73 "
No. 2 Putting Cleek.	3 3-8 "	1 3-8 "	1 "	3-8 "	81 "
No. 1 Putter.	3 5-8 "	1 9-16 "	1 1-6 "	15-32 "	79 "
No. 6 Putter.	3 1-2 "	1 3-8 "	1 "	3-8 "	81 "
No. 7 Putter.	3 3-8 "	1 1-2 "	1 "	5-8 "	78 "
No. 8 Putter.	3 5-8 "	1 1-2 "	1 "	3-16 "	84 "
No. 11 Putter.	3 3-8 "	1 1-2 "	1 "	3-16 "	83 "
No. G Putter.	3 1-4 "	1 3-8 "	15-16 "	1-4 "	83 "
No. H Putter.	3 9-16 "	9-16 "	5-8 "	5-8 "	86 "
No. BV Putter.	3 3-8 "	3-4 "	5-8 "	5-8 "	88 "
No. 4 Aluminum Putter.	3 1-4 "	1 "	15-16 "	15-16 "	78 "
No. 5 Aluminum Putter.	3 1-4 "	15-16 "	15-16 "	15-16 "	81 "
No. HH Aluminum Putter.	3 1-2 "	13-16 "	3-4 "	3-4 "	79 "
No. RM Aluminum Putter.	3 1-4 "	7-8 "	7-8 "	7-8 "	83 "
No. 4 Cleek.	3 1-4 "	1 1-2 "	1 "	5-8 inch.	68 "
No. 5 Push Cleek.	3 1-8 "	1 1-2 "	1 "	3-8 "	74 "
No. 4 Push Iron	3 3-8 "	1 11-16 "	15-16 "	13-16 "	66 "
No. 5 Mashie	3 1-8 "	1 7-8 "	1 1-8 "	1 7-32 "	54 "
No. 2 Jigger	3 3-16 "	1 3-8 "	3-4 "	13-16 "	60 "
No. 7 Mashie Niblic.	3 1-8 "	1 7-8 "	1 1-4 "	1 5-16 "	49 "
No. 8 Niblic.	3 "	2 1-8 "	1 1-2 "	1 9-16 "	51 "



Length of Blade, A-A.
Depth of Blade at Nose, B-B.
Depth of Blade at Heel, C-C.
Pitch of Blade, D-D.
Degree of Loft, E-E.



Illustrating Degrees of Loft

Special lengths and weights can be made to order with no additional charge.

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SPALDING CORDUROY CADDY BAGS

No. BWC. Special compartment bag, with eleven separate entire length pockets for clubs. Best English tan corduroy; reinforcing strips of steel, leather covered; brown leather trimmings, handle and shoulder strap with brass fittings. Hood is of special design to cover clubs completely and securely. Ball pocket; umbrella attachment. Diameter 8 inches. Each, \$15.00

No. WP. Best English tan corduroy; leather trimmings and white leather lacing, reinforcing steel strips, leather covered, has umbrella attachment. Durable and fine appearing. Patent heavy brass buckle lock to fasten waterproof hood over clubs; brass trimmings. Diameter 8 in. Each, \$15.00

SPALDING ALL-LEATHER CADDY BAGS

No. L5H. Best russet cowhide, ball pocket and sling to match, brass trimmings. Diameter 5 inches. Removable hood for covering clubs; fitted with patent heavy brass buckle lock. Accepted by railroads as baggage. Ea., \$12.00

No. PG. Genuine imported russet pigskin; brass trimmings; white leather lacing. This is a very durable and fine appearing bag. Size 5 inches in diameter. . Each, \$12.00

No. L4. Best quality English cowhide, white leather lacing, brass fittings. This bag will give excellent service. Diameter 5 in. Each, \$8.00

No. L6. Best russet cowhide, snap sling, brass trimmings. Long ball pocket opening top and bottom. Size 3½ inches diameter. Each, \$6.00

No. L3½. Good quality light brown grain leather; brass trimmings; large ball pocket. Size 5 inches diameter. Each, \$6.50

Spalding Caddy Bag for Women

No. WL3½. Good quality light brown grain leather; brass trimmings and large ball pocket. Size 4½ inches diameter. . . . Each, \$6.00

Spalding Caddy Bags for Children

No. 12. Good quality white or brown duck, black or brown leather trimmed; leather handle and shoulder strap; reinforcing steel strips covered with webbing to match leather trimmings; ball pocket. Diameter 4 inches. Leather offset bottom. Each, \$3.00

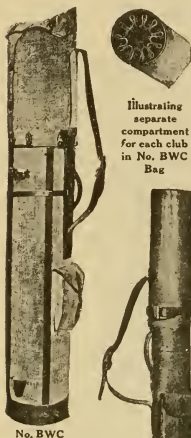
No. 10. Brown or white duck, leather trimmings, webbing shoulder strap; ball pocket. Leather bottom. Diameter 3½ in. Each, \$1.00

Sunday Caddy Bag

No. 11. Made of white duck throughout, ball pocket, heavy web shoulder strap. Duck covered bottom. Diameter 4½ inches. Each, \$1.00

All Spalding Caddy Bags are made with ball pocket of ample size for the size of the bag. Heavy leather shoulder sling, leather straps and leather handle on all Spalding Caddy Bags, except Nos. 10 and 11.

We letter caddy bags with initials, etc., on special order. Prices on application.



No. BWC

Illustrating
separate
compartment
for each club
in No. BWC
Bag



No. L5H



No. L4



No. L3½



No. 11



No. WP



No. PG



No. L6



No. 12

No. WL3½



Patented May 6, 1914

Special Sewed Offset Leather Bottom used on all Spalding Caddy Bags (except Nos. 10 and 11) listed on this page, more than tripling ordinary life of bag. Showing also reinforcing bottom ring and brass "drag" plate, which also helps to increase life of bag.

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SPALDING CANVAS CADDY BAGS LARGE SIZE

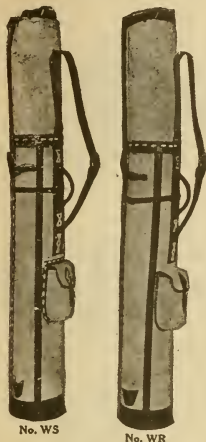
- No. WS. White or brown duck, 7 or 8 in. diameter, brown or black leather trimmings, white leather lacing, reinforcing steel strips, leather covered; has umbrella attachment. Patent heavy brass buckle lock to fasten waterproof hood over clubs. Brass trimmings. . . Each, \$10.50
No. WR. Same as No. WS, but made instead of steel strips, and different style buckle lock. Diameter either 7 or 8 inches. . . Each, \$9.00
No. WB. As No. WS, except without reinforcing strips, and without umbrella attachment, but with white leather lacing; lock same style as on No. WR. Diameter either 7 or 8 in. Each, \$8.00

REGULAR AND SMALL SIZES

- No. AH. Best quality white or brown duck, brown leather trimmings; 6 inches diameter; complete with hood to cover clubs; good quality buckle lock and brass trimmings; reinforcing steel strips, leather covered; white leather lacing; umbrella attachment. . . Each, \$7.50
No. AHK. Same as No. AH, but made of lighter weight duck, khaki color. . . Each, \$7.50
No. A1. Best quality white or brown duck, brown leather trimmings and white leather lacing; reinforcing steel strips, leather covered; brass trimmings. Diameter 6 inches. Ea. \$6.50
No. A1K. Same as No. A1, except made of lighter weight duck, khaki color. Each, \$6.50
No. A2. Good quality white or brown duck, brown leather trimmings; reinforcing steel strips, leather covered; brass trimmings. Diameter 5 or 6 inches. . . Each, \$5.50
No. A2K. Same as No. A2, except made of lighter weight duck, khaki color. Each, \$5.50
No. CX. Good white or brown duck, brown leather trimmings. 6 inches diameter. Each, \$4.00
No. C4. White or brown duck, 6 in. diameter, black or brown leather trimmings, real reed reinforcing strips; large ball pocket; leather bottom with studs. Brass fittings. Each, \$3.00
No. C4K. Same as No. C4, except made of khaki colored duck. Each, \$3.00
No. C3. White or brown canvas; 6 in. diameter, brown leather trimmings, leather bottom, studs; ball pocket and sling. Brass fittings. Each, \$2.50
No. C3K. As No. C3, except made of khaki colored canvas. Each, \$2.50
No. CO. White or brown duck, brown leather trimmings, ball pocket; leather bottom with studs; shoulder strap. Diameter 4½ in. Each, \$2.00
No. C2. Brown or white canvas; canvas covered bottom with studs; ball pocket; leather handle and shoulder sling. Diameter 5 in. Ea. \$1.50

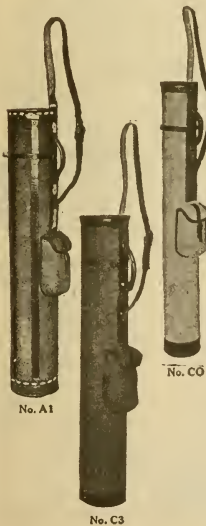
All Spalding Caddy Bags are made with ball pocket of ample size for the size of the bag. Heavy leather shoulder sling, leather straps and leather handle on all Spalding Caddy Bags, except Nos. 10 and 11.

We letter caddy bags with initials, etc., on special order. Prices on application.



No. WS

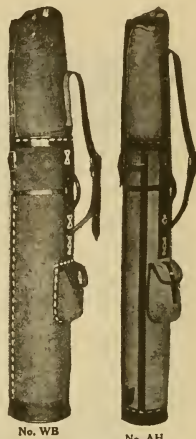
No. WR



No. A1

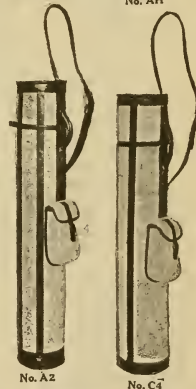
No. C4

No. C3



No. WB

No. AH



No. A2

No. C4



Patented May 5, 1914.

Special Sewed Offset Leather Bottom used on all Spalding Caddy Bags (except Nos. C4, C4K, C3, C3K, CO and C2) listed on this page, more than tripling ordinary life of bag. Showing also reinforcing bottom ring and brass "drag" plate, which also helps to increase life of bag.

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TRADE-MARK

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SPALDING BALL CLEANERS



No. 30. Rubber Pouch,
with sponge. Each, 35c.



No. 27. Rubber Pouch,
with sponge and brush.
Each, 50c.



No. 50. Double Pouch, of rubber; special
felt inside, to be saturated. Each, 50c.

Spalding Golf Paint

Used exclusively on the best golf balls by the
leading makers in the United States and Great
Britain.

$\frac{1}{4}$ Pint can. Each, 50c.
 $\frac{1}{8}$ Pint can. " 25c.



Golf White

No. 8. Dries instantly.
Will not chip, crack or
wear off. Furnished
in white or red.
Bottle, 15c.



Spalding "Simplex" Golf Ball Marker

Patented in United States and
Great Britain

No. 1. Impresses initials, but
does not injure the ball.
Marking being below sur-
face it will not wear off, and
will retain pencil, ink or
other coloring. Burnished
brass. . . . Each, \$2.00

Price includes player's initials.



Spalding "Omnes" Golf Ball Marker

For Club Use

Simple to operate, sub-
stantial in make up and
really indispensable in
the equipment of an
up-to-date club. Any
arrangement or num-
ber of letters or figures
may be marked simply
by turning adjusting arrangement. Handsomely
finished and really the most complete golf ball
marker made anywhere. . . Each, \$20.00



Spalding Golf Ball Holder—For Painting Balls



No. 5. Spring
wire, with
points that grip
the ball while it
is being paint-
ed. Each, 15c.

Club Polisher

No. 1040. Will
clean and polish
iron clubs better
and quicker than
anything yet intro-
duced. Each, 10c.

E. FABER'S
KADDY POLISH.
FOR GOLF CLUBS.
No. 1040. U.S.A.

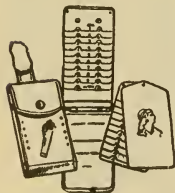
No. A. Automatic Caddy Bag Support. A substitute for a caddy. Can
be detached from bag when not in use. Each, \$2.50

Score Sheets

No. L. Large, match and medal play. Each, 15c.

Liberty Golf Counters

No. 2. Women's, Genuine Pigskin. Each, \$1.50
No. 15. Women's, Black Seal Grain. " 1.00
No. 26. Gent's, Black Seal Grain. " 1.00
No. 25. Gent's, Genuine Pigskin. " 1.00
Renewable Fillers. " .15



Spalding Golf Umbrella



Waterproof cloth covering; fifty inch spread; reinforced ribs; wood handle. Complete with case. ^{Each} \$2.50

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SPALDING GOLF GLOVES



No. GSP



No. GG1



No. GG2



No. G1



No. 200



No. G3

No. GSP. Best quality soft white chamois, with left hand glove leather reinforced. These gloves are not perforated, but have instead special backs which shape with the knuckles when club is gripped—one of the most practical ideas ever included in a golf glove. Pair, \$2.50

No. GG1. Grip Golf Gloves. Best quality white chamois, with left hand glove leather reinforced to give special grip on club; perforated knuckles. Pair, \$2.50

No. GG2. Grip Golf Gloves. Heavy tanned chamois, with left hand glove leather reinforced to give special grip on club. Closed back. Particularly adapted for winter use. Pair, \$2.50

No. G1. Best quality soft white chamois, open knuckles, perforated back. Pair, \$2.00

No. 200. Best quality brown leather palms and tips; backs of lisle thread. Pair, \$2.00

No. G2. Fine soft tanned chamois, open knuckles, perforated back. Pair, \$1.75

No. G2L. Quality as No. G2, for left hand only, with reinforced palm. Each, \$1.00

No. G3. Fingerless, palms reinforced, perforated backs. Pair, \$1.00

No. G5. Fingerless, knitted of best worsted, in heather mixtures. Comfortable and very practical. Pair, 75c.

No. G4. Fingerless, for left hand. Each, 50c.



No. G5

SPALDING GOLF GRIPS



Never Slip Golf Grip

A durable grip which "grips," is not sticky, and never gets slick. The Grip is stretched when applied and is very firm. Over the end is drawn a rubber cap securely held by a screw in end of shaft. Applied to any club or supplied separately, ready to apply. Each, 75c.



No. S

Seccomb Grip Winder

No. S. Rubber fabric. Can be put over regular grip. Ea., 15c.

Way's Golf Studs

Highly tempered steel. Screwed to sole and heel. Insures firm footing.

No. 11. Stud with screw. Each, 10c.

No. 11S. Set of 12. Complete, 75c.

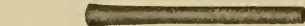


Golf Stud

Hob Nails

No. W. Aluminum. Dozen, 15c.

No. MK. Iron. 10c. Hob Nail



Rubber Grips

No. G. Special rubber: Provides a firm and perfect grip. Each, 75c.



Sure Grip

Sure Grip

Will not soil the hands and insures a good grip. Box, 25c.

Firm Grip

Very popular abroad. Gives firm grip. Tube, 15c.

Golf Calks

No. G. 1/4-inch screw, 1/8-inch head. Box of 50, complete with wrench for attaching. 50c.

Calks, without wrench. Dozen, 15c.

No. OO. 5/16-inch screw, 3/16-inch head. Box of 50, complete with wrench for attaching. 50c.

Calks, without wrench. Dozen, 15c.



No. G



No. OO

SPALDING GOLF TEES



Anchor Golf Tee

(Cannot Be Lost)

No. 5. Can only move the length of the string, which is about 9 inches.



Rubber Golf Tee

No. 3. Good quality. Regulation style. Red rubber. Each, 5c.



Adjustable Tee Mold

No. W. Makes Tees 3/8, 1/2 and 5/8-inch high. Weight, 1/4 oz. With extra spring. Each, 50c.

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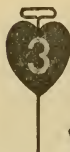
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SPALDING MARKING DISCS AND FLAGS



No. 3



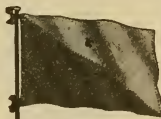
No. 5



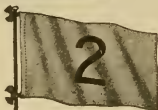
No. 6



No. 7



No. 9



No. 2



No. 11



No. 10F Flag attached
to No. F Flag-Support

Metal Discs, painted red and white and numbered 1 to 18, to designate the number of hole.

No. 3. Heart shape. Each, \$.60
No. 5. Pear shape, hollow. " 1.50

Spalding Marking Discs

The iron shaft is strongly fastened to disc and about four feet long.

No. 6. Windmill, four flanges. Each, \$1.00
No. 7. Circular, complete with red flag. " 1.00

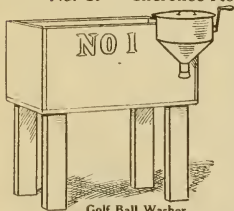
Spalding Direction and Marking Flags

Colors: Red, White, Red and White, Blue and White, or any other combinations of colors.

No. 9. Flags only, oblong shape. Each, 40c. No. 11. Flags only, triangle shape. Each, 40c.

Red out, numbered from 1 to 9. Spalding Marking Flags White in, numbered from 10 to 18.

No. 2. Flags only, numbered as ordered. Each, \$.50
No. 10F. Flags, with attaching hooks, for use with No. F supports. " .25
No. F. Flag Support. Iron upright, with revolving flag holder. Pat. April 5, 1912. " 2.00
No. BSF. Bamboo poles, with spike and patent flag support attached. " 1.50
No. BS. Bamboo poles, 7 feet, with spike. " 1.00
No. BF. Bamboo poles, with brass ferrule. " .50
No. B. Bamboo poles, plain. " .20
No. C. Cherokee Holder for bamboo flagstaff. " 1.00



Golf Ball Washer

Spalding "Cherokee" Golf Ball Washer

(Patent applied for)

Takes everything off but the paint. Should be at every tee of a well appointed course. Now used on the more prominent courses. Ea., \$6.00

Spalding Golf Hole Rims, Midlothian Patent

(Patented March 21, 1899)



No. 30

No. 30. Solid iron casting inside. Prevents the hole from being racked by the weight of the flag staff or pole, which is kept always in an upright position, with small hole in iron casting to accommodate iron rod disc upright. Each, \$1.00

No. 31. Similar to No. 30, but with hole large enough to accommodate bamboo poles. Each, \$1.00



No. 11

Spalding Hole Rim Setter

No. 6. For setting the hole rim and leveling edges around same. Each, \$1.25



No. 20

Spalding Steel Hole Cutters
No. 11. Improved style, with point for centering and device for ejecting—earth and sod after cutting—clean hole. Cutter is of best steel and has substantial wood handle.

Each, \$5.00

Spalding Hole Rim Extractor

No. EX. For extracting Nos. 30 or 31 hole rims. Each, 50c.



No. 6

Spalding Iron Hole Rims

No. 20. For lining holes in putting green. The cross-piece prevents the ball from falling to bottom of the hole. Each, 40c.

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SPALDING GOLF SUNDRIES

Clock Golf

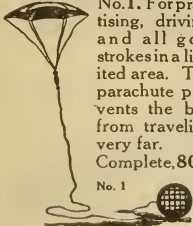


- For practice in putting nothing excels this game. The figures are arranged in a circle from 20 to 24 feet in diameter, or any size that the lawn will admit.
- No. 1. With raised figures, black, on white teeing plates. Will not injure lawn. Set, \$10.00
No. 2. Plain cut-out figures, painted white, not on plates. Set, \$5.00
No. 3. Portable set, complete in canvas cover. Set, \$3.00

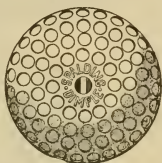
Parachute Golf Ball

No. 1. For practising, driving, and all golf strokes in a limited area. The parachute prevents the ball from traveling very far. Complete, 80c.

No. 1

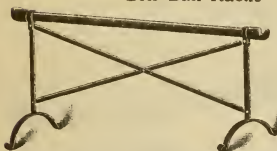


Large Golf Ball



Send your friend a ball he can hit. Diameter $3\frac{1}{2}$ inches. Each, 50c.

Golf Ball Racks



Useful on much-frequented courses. With this rack each player or one player in a party drops his ball in the rack when he arrives, his relative position being determined by the position of the ball in the rack. Substantially made of iron, heavily japanned.

- No. 1. To hold 24 balls. Each, \$10.00
No. 2. To hold 36 balls. " 12.00
No. 3. To hold 72 balls. " 15.00

Numbered Metal Badges for Caddies

No. 1. Safety pin on back of each badge to fasten to the cap or breast of coat. Each, 25c.



No. 1

Eureka Golf Driving Net

No. X. For practising, especially iron approach shots. May be put up almost anywhere. Complete with different colored pockets in net, uprights, etc. Ea., \$7.50



Spalding Game of Golfette

No. 13. The object is to loft ball into center net for highest count, the other nets counting less. Use regular club and ball. Each, \$5.00



No. 13

Spalding Tee Stand

Patent Applied For

No. WS. Compact arrangement for golf tees. Complete, neatly painted and with pail or pan fixtures, but without lettering. Each, \$10.00
Same as above, but lettered with number of hole. Each, \$11.00



Spalding "Eureka" Wet Tennis Markers

Patented July 27, 1909

For grass or dirt courts. Uses liquid water slaked lime. Makes clear cut line. No brushes to clog and wear. Simple to operate. Flow of liquid under instant control.

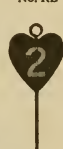
No. 10. Vertical; small tank. Each, \$10.00
No. 25. Horizontal; for club use; large tank. Each, \$25.00

erate.

No. 10.



No. RB



No. 2

Spalding Teeing Disc

No. RB. Made with composition golf ball top. White enameled. Used on most prominent courses. Pair, \$1.00

Teeing Plates

No. 8. Round metal plate to lie flush with ground. Pair, 50c.



No. 8

Putting Flag

No. 2. Heart shape. Used to train eye in putting. Each, 50c.

Spalding Putting Disc

No. 1. Regular style. Can be used also indoors. Each, 25c.



No. 1

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Spalding Golf Shoes



No. 88



No. 88. Fine tan calf, low cut. Spliced rubber soles (new idea), sewed welt, full heels and studded leather toes. Most up-to-date and best golf shoes made. Supplied regularly without box toe, but will be furnished with box toe on special order.

Pair, \$8.00



No. 8

No. 8. High cut, tan calf; English swing last, box toes, Blucher cut, white oak soles, sewed welt. Heavy enough to attach hob nails.

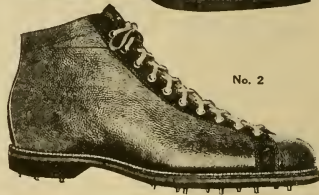
Pair, \$7.00



No. 6

No. 4. High cut, tan calf leather, reinforced across instep, blunt spikes. Plain toes, no cap. Easiest fitting and most comfortable golf shoes made.

Pair, \$6.50



No. 2

No. 6. Low cut, tan calf; English swing last, box toes, Blucher cut, white oak soles, sewed welt. Heavy enough to attach hob nails.

Pair, \$6.50

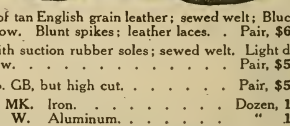


No. GB

No. 5. Low cut, tan calf leather, reinforced across instep, sewed welt; blunt spikes; plain toe, no cap. . . Pair, \$6.00



No. 7. Low cut, tan calf, heavy white oak leather soles; fitted with special metal blunt spikes, sewed welt. . . Pair, \$6.00



No. 2. Best waterproof tan English grain leather; sewed welt; Blucher style. Laced very low. Blunt spikes; leather laces. . . Pair, \$6.00

No. GB. Low cut, with suction rubber soles; sewed welt. Light drab calf. Laced very low. Pair, \$5.00

No. AB. Same as No. GB, but high cut. Pair, \$5.00

Hob Nails { No. MK. Iron. Dozen, 10c.
 { No. W. Aluminum. " 15c.

An application every couple of weeks of SPALDING DRI-FOOT will be found very beneficial to leather soles of Golf Shoes. Can, 15 cents.



No. 4



No. 5



No. 7



Showing sole of Nos. 4, 5, and 7 Shoes.

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Spalding "Championship" Lawn Tennis Balls



Made with two different weights of covers—No. 00H, for hard or clay courts, and No. 00, for turf courts. Absolutely best in every particular of manufacture and made by people who have been in our employ, many of them, for twenty years and over, we place the Spalding Championship Tennis Balls before the most critical clientele in the athletic world with perfect confidence that they will give absolute satisfaction.

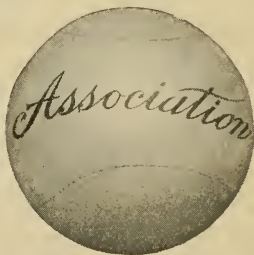
- No. 00H. For hard courts. Dozen, \$4.00
Three balls only, \$1.00 One or two balls. Each, 35c
- No. 00. For turf courts. Dozen, \$4.00
Three balls only, \$1.00 One or two balls. Each, 35c.

Association Lawn Tennis Balls

Fine quality rubber with fine grade of felt covering. Good tennis ball at medium price. . . . Dozen, \$3.50

Tournament Lawn Tennis Balls

In the manufacture of the Spalding Championship Ball only those which are absolutely perfect in every particular are allowed to pass, and the "culls" or "throw-outs" are stamped simply Tournament and do *not* bear the Spalding Trade-Mark. These balls will answer for practice or for children's use, but should *not* be used for match play.



No. 0. Dozen, \$3.00 Each, 25c.

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THE

A. G. Spalding & Bros

GOLD MEDAL AUTOGRAPH RACKETS

New for 1915



Special Gut Stringing, different and better than ever put before in any stock racket, and strung by the best men in our shops.

Each, \$10.00

Including
Waterproof Cover.

All handles either 5, $5\frac{1}{4}$ or $5\frac{3}{8}$ inches in circumference

When ordering, specify which color throat and trim is desired.

Either

BROWN Throat and Trim
or
BLACK Throat and Trim

BROWN Style has Brown Throat-piece, Brown Rawhide Reinforcement at shoulders and Maroon Trimming Gut. All White strung in Expert style.
BLACK Style has Black Throatpiece, Black Rawhide Reinforcement at shoulders and Black Trimming Gut. White vertical and Black cross strings in Expert style.

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Spalding Lawn Tennis Rackets



No. GMB
Patented
Jan. 3, '05;
June 12,
1906.

No. GMS
Patented
January 3,
1905.

No. GMF
Patented
March 6,
1900;
Jan. 3, '05;
June 12,
1906.

SPALDING "GOLD MEDAL" RACKET

No. GMB. This racket is sold upon its own reputation and the Spalding Guarantee is your assurance of satisfaction. Handles 5, 5 $\frac{1}{4}$ and 5 $\frac{3}{8}$ inches in circumference. Stringing of clearest and absolutely best quality gut. Tag attached to each racket, giving particulars of special inspection. We use a dogwood insertion in shoulders, after proving that it is far superior to cane or other material for the purpose. Without case. Each, \$7.50

SPALDING "ALL COMERS" RACKET

No. GMF. This racket is built for hard, continuous play. New model, large frame. Walnut throat piece. Shoulders wrapped and with special side reinforcement of rawhide. Stringing is double in the central portion in the latest expert style. Handles 5, 5 $\frac{1}{4}$ and 5 $\frac{3}{8}$ inches in circumference. Stringing of best quality gut. Each racket is enclosed in a special quality mackintosh cover. Each, \$8.00

SPALDING "INTERNATIONAL" RACKET (Patented Jan. 3, 1905)

No. GMS. Made after the suggestion of a player of international reputation. The few samples we put out for trial proved so satisfactory that we decided to add this model to our line for 1915. Straight bevel, large frame. Black throat piece; shoulders specially wrapped. Stringing is double in central portion, with black cross strings, all of best quality gut. Handles 5, 5 $\frac{1}{4}$ and 5 $\frac{3}{8}$ inches in circumference. Each racket enclosed in a special quality mackintosh cover. . . . Each, \$8.00

GUARANTEE.—We guarantee Lawn Tennis Rackets for a period of 30 days from date of purchase by the user. The Guarantee Tag attached to each Spalding Lawn Tennis Racket reads as follows: If this Racket proves defective in workmanship or material within 30 days from date of purchase, please return, transportation charges prepaid, to any Spalding Store, and the defect will be rectified. Imperfectly strung Rackets will be restrung, and in the event of a broken frame due to workmanship or defective material, the Racket will be replaced.

NOTICE.—This Guarantee does not apply to Rackets weighing less than 13 ounces.

PROMPT ATTENTION GIVEN TO
ANY COMMUNICATIONS
ADDRESSED TO US

A. G. SPALDING & BROS.
STORES IN ALL LARGE CITIES

FOR COMPLETE LIST OF STORES
SEE INSIDE FRONT COVER
OF THIS BOOK

Prices in effect January 5, 1915. Subject to change without notice. For Canadian prices see special Canadian Catalogue.

ACCEPT NO
SUBSTITUTE

THE SPALDING



TRADE-MARK

GUARANTEES
QUALITY

SPALDING SWEATERS

STOCK SIZES: 28 to 46 inches.

We allow four inches for stretch in all our sweaters and sizes are marked accordingly. It is suggested, however, that for very heavy people a size about two inches larger than coat measurement be ordered to insure a comfortable fit.

SPALDING REVERSIBLE COLLAR SWEATERS

No. AWJP. Heaviest weight special quality worsted, with pocket on each side. Each, \$10.00 ★ \$108.00 Doz.
No. WJP. Highest quality special heavy weight worsted, with pocket on each side. Carried in stock also in Heather Mixture, Brown Mixture and Lovat Mixture.

Each, \$8.00 ★ \$86.40 Doz.
No. WJ. Same as No. WJP, but without pockets. Each, \$7.50 ★ \$81.00 Doz.

No. WDJP. High reversible collar. Same style as No. AWJP, but lighter weight. Two pockets. Ea. \$6.50 ★ \$70.20 Doz.
No. WDJ. Same as No. WDJP but without pockets.

Each, \$6.00 ★ \$64.80 Doz.
No. BWDJP. Boys' sweater, with pockets. Sizes 26 to 34 inches. Quality and style same as No. WDJP man's sweater. Each, \$5.00 ★ \$54.00 Doz.

No. 2JP. Good quality all wool. Shaker knit, instead of fine worsted. Pearl buttons. Supplied in Gray, Navy Blue, Maroon, Black, Dark Green or Heather Brown only. No special orders. Each, \$5.00 ★ \$54.00 Doz.

Two pockets in either Nos. WJ or WDJ if ordered at time sweater is made, not after, at an extra charge of 50c.

SPALDING RAGLAN SLEEVE SWEATER

No. RSP. Heaviest weight special quality worsted. Pearl buttons. Two pockets. Each, \$10.00 ★ \$108.00 Doz.

SPALDING JUMBO STITCH SWEATER

No. MJJP. Good quality extra heavy worsted in the popular "Jumbo" stitch. Two pockets. Pearl buttons. This style sweater is supplied only in Navy Blue, Maroon or Gray. No special orders. Each, \$6.50 ★ \$70.20 Doz.

Above sweaters are all made with the Spalding reversible style collar, as shown in cuts on this page.

SPALDING WORSTED COAT SWEATERS

No. VGP. Best quality worsted, heavy weight, pearl buttons. Two pockets. Particularly convenient and popular style for golf players. Each, \$6.50 ★ \$70.20 Doz.

WITHOUT POCKETS

No. VG. Same as No. VGP, but without pockets. Each, \$6.00 ★ \$64.80 Doz.
No. DJ. Fine worsted, standard weight, pearl buttons, fine knit edging. Similar otherwise to No. VG. Each, \$5.00 ★ \$54.00 Doz.

SPALDING NORFOLK JACKET SWEATER

No. NFP. Highest quality special heavy weight worsted. Norfolk Jacket style, including heavy knitted detachable belt. Special extra high turn down rack collar with tab and button to fasten close in front. Pearl buttons. Two pockets. Each, \$8.00 ★ \$86.40 Doz.

SPECIAL NOTICE—Above sweaters (except No. 2JP and No. MJJP) with one color body and another color (not striped) collar and cuffs (in any colors) on special order, at no extra charge.

STOCK COLORS—All Sweaters listed on this page (except No. 2JP and No. MJJP) carried in stock in GRAY, WHITE, NAVY BLUE, MAROON, AND CARDINAL.

SPECIAL ORDERS In addition to stock colors mentioned we supply these sweaters (except No. 2JP and No. MJJP) in any other color, on special order, at no extra charge. N.B.—Three different shades are sometimes called RED. They are Scarlet, Cardinal, Maroon. Where RED is specified on order we supply Cardinal.

The prices printed in statistics opposite steins marked with ★ will be quoted only on orders for one-half dozen or more.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.



Showing Reversible Collar Sweater with collar turned up and buttoned for automobile, skiing, training purposes, etc.



Showing Reversible Collar Sweater with collar turned down, making neat front of button front sweater



No. RSP



No. MJJP



No. VGP

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Standard Policy

A Standard Quality must be inseparably linked to a Standard Policy.

Without a definite and Standard Mercantile Policy, it is impossible for a Manufacturer to long maintain a Standard Quality.

To market his goods through the jobber, a manufacturer must provide a profit for the jobber as well as for the retail dealer. To meet these conditions of Dual Profits, the manufacturer is obliged to set a proportionately high list price on his goods to the consumer.

To enable the glib salesman, when booking his orders, to figure out attractive profits to both the jobber and retailer, these high list prices are absolutely essential; but their real purpose will have been served when the manufacturer has secured his order from the jobber, and the jobber has secured his order from the retailer.

However, these deceptive high list prices are not fair to the consumer, who does not, and, in reality, is not ever expected to pay these fancy list prices.

When the season opens for the sale of such goods, with their misleading but alluring high list prices, the retailer begins to realize his responsibilities, and grapples with the situation as best he can, by offering "special discounts," which vary with local trade conditions.

Under this system of merchandising, the profits to both the manufacturer and the jobber are assured; but as there is no stability maintained in the prices to the consumer, the keen competition amongst the local dealers invariably leads to a demoralized cutting of prices by which the profits of the retailer are practically eliminated.

This demoralization always reacts on the manufacturer. The jobber insists on lower, and still lower, prices. The manufacturer, in his turn, meets this demand for the lowering of prices by the only way open to him, viz.: the cheapening and degrading of the quality of his product.

The foregoing conditions became so intolerable that 16 years ago, in 1899, A. G. Spalding & Bros. determined to rectify this demoralization in the Athletic Goods Trade, and inaugurated what has since become known as "The Spalding Policy."

"The Spalding Policy" eliminates the jobber entirely, so far as Spalding Goods are concerned, and the retail dealer secures the supply of Spalding Athletic Goods direct from the manufacturer by which the retail dealer is assured a fair and legitimate profit on all Spalding Athletic Goods, and the consumer is assured a Standard Quality and is protected from imposition.

"The Spalding Policy" is decidedly for the interest and protection of the users of Athletic Goods, and acts in two ways:

First.—The user is assured of genuine Official Standard Athletic Goods.

Second.—As manufacturers, we can proceed with confidence in purchasing at the proper time, the very best raw materials required in the manufacture of our various goods, well ahead of their respective seasons, and this enables us to provide the necessary quantity and absolutely maintain the Spalding Standard of Quality.

All retail dealers handling Spalding Athletic Goods are requested to supply consumers at our regular printed catalogue prices—neither more nor less—the same prices that similar goods are sold for in our New York, Chicago and other stores.

All Spalding dealers, as well as users of Spalding Athletic Goods, are treated exactly alike, and no special rebates or discriminations are allowed to anyone.

This briefly, is "The Spalding Policy," which has already been in successful operation for the past 16 years, and will be indefinitely continued.

In other words, "The Spalding Policy" is a "square deal" for everybody.

A. G. SPALDING & BROS.

By *A. G. Spalding.*
PRESIDENT.

Standard Quality

An article that is universally given the appellation "Standard" is thereby conceded to be the criterion, to which are compared all other things of a similar nature. For instance, the Gold Dollar of the United States is the Standard unit of currency, because it must legally contain a specific proportion of pure gold, and the fact of its being Genuine is guaranteed by the Government Stamp thereon. As a protection to the users of this currency against counterfeiting and other tricks, considerable money is expended in maintaining a Secret Service Bureau of Experts. Under the law, citizen manufacturers must depend to a great extent upon Trade-Marks and similar devices to protect themselves against counterfeit products—without the aid of "Government Detectives" or "Public Opinion" to assist them.

Consequently the "Consumer's Protection" against misrepresentation and "inferior quality" rests entirely upon the integrity and responsibility of the "Manufacturer."

A. G. Spalding & Bros. have, by their rigorous attention to "Quality," for thirty-nine years, caused their Trade-Mark to become known throughout the world as a Guarantee of Quality as dependable in their field as the U. S. Currency is in its field.

The necessity of upholding the Guarantee of the Spalding Trade-Mark and maintaining the Standard Quality of their Athletic Goods, is, therefore, as obvious as is the necessity of the Government in maintaining a Standard Currency.

Thus each consumer is not only insuring himself but also protecting other consumers when he assists a Reliable Manufacturer in upholding his Trade-Mark and all that it stands for. Therefore, we urge all users of our Athletic Goods to assist us in maintaining the Spalding Standard of Excellence, by insisting that our Trade-Mark be plainly stamped on all athletic goods which they buy, because without this precaution our best efforts towards maintaining Standard Quality and preventing fraudulent substitution will be ineffectual.

Manufacturers of Standard Articles invariably suffer the reputation of being high-priced, and this sentiment is fostered and emphasized by makers of "inferior goods," with whom low prices are the main consideration.

A manufacturer of recognized Standard Goods, with a reputation to uphold and a guarantee to protect must necessarily have higher prices than a manufacturer of cheap goods, whose idea of and basis of a claim for Standard Quality depends principally upon the eloquence of the salesman.

We know from experience that there is no quicksand more unstable than poverty in quality—and we avoid this quicksand by Standard Quality.

A. G. Spalding & Bros

SPALDING

ATHLETIC GOODS

LIBRARY OF CONGRESS



0 006 010 924 2

A separate book covers every Athletic Sport
and is Official and Standard
Price 10 cents each

GRAND PRIZE



ST. LOUIS, 1904



GRAND PRIX



PARIS, 1900

SPALDING ATHLETIC GOODS

ARE THE STANDARD OF THE WORLD

A. G. SPALDING & BROS.

MAINTAIN WHOLESALE and RETAIL STORES in the FOLLOWING CITIES

NEW YORK	CHICAGO	ST. LOUIS	
BOSTON	MILWAUKEE	KANSAS CITY	
PHILADELPHIA	DETROIT	SAN FRANCISCO	
NEWARK	CINCINNATI	LOS ANGELES	
ALBANY	CLEVELAND	SEATTLE	
BUFFALO	COLUMBUS	SALT LAKE CITY	
SYRACUSE	INDIANAPOLIS	PORTLAND	
ROCHESTER	PITTSBURGH	MINNEAPOLIS	
BALTIMORE	WASHINGTON	ATLANTA	ST. PAUL
LONDON, ENGLAND		LOUISVILLE	DENVER
LIVERPOOL, ENGLAND		NEW ORLEANS	DALLAS
BIRMINGHAM, ENGLAND		MONTREAL, CANADA	
MANCHESTER, ENGLAND		TORONTO, CANADA	
EDINBURGH, SCOTLAND		PARIS, FRANCE	
GLASGOW, SCOTLAND		SYDNEY, AUSTRALIA	

Factories owned and operated by A. G. Spalding & Bros. and where all of Spalding's
Trade-Marked Athletic Goods are made are located in the following cities

NEW YORK	CHICAGO	SAN FRANCISCO	CHICOPEE, MASS.
BROOKLYN	BOSTON	PHILADELPHIA	LONDON, ENG.